

NORTH POTOMAC YARD

PUBLIC REALM

STREETSCAPE, OPEN SPACE, SIGNAGE, SUSTAINABILITY

PYDAC

JULY 16, 2020

Agenda

- Streetscape Design & Common Area Elements
- Open Space Design
- Building Signage & Wayfinding
- Sustainability
- Next Steps

COMPOSITE MASSING



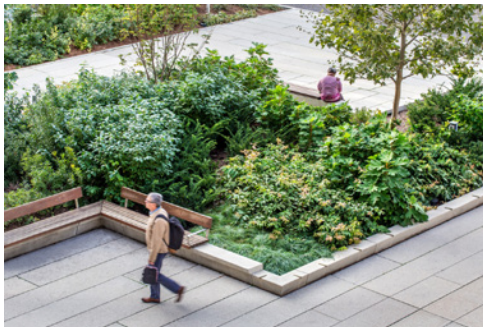
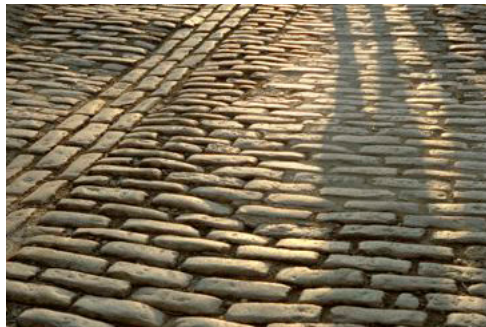
COMPOSITE MASSING



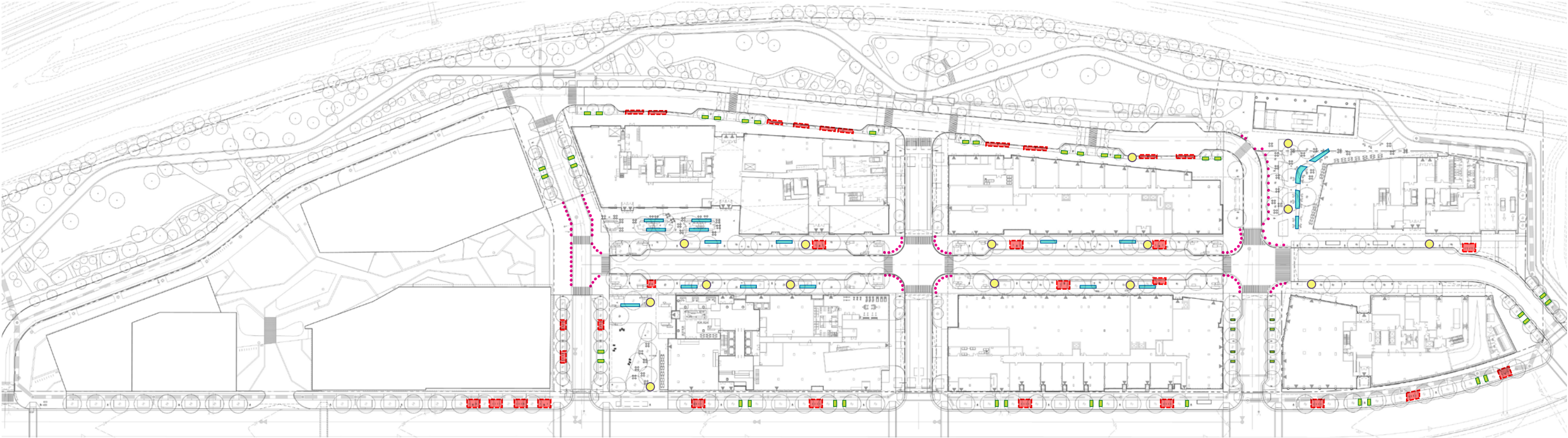
NORTH POTOMAC YARD

Streetscape Design & Common Area Elements

PUBLIC REALM INSPIRATION

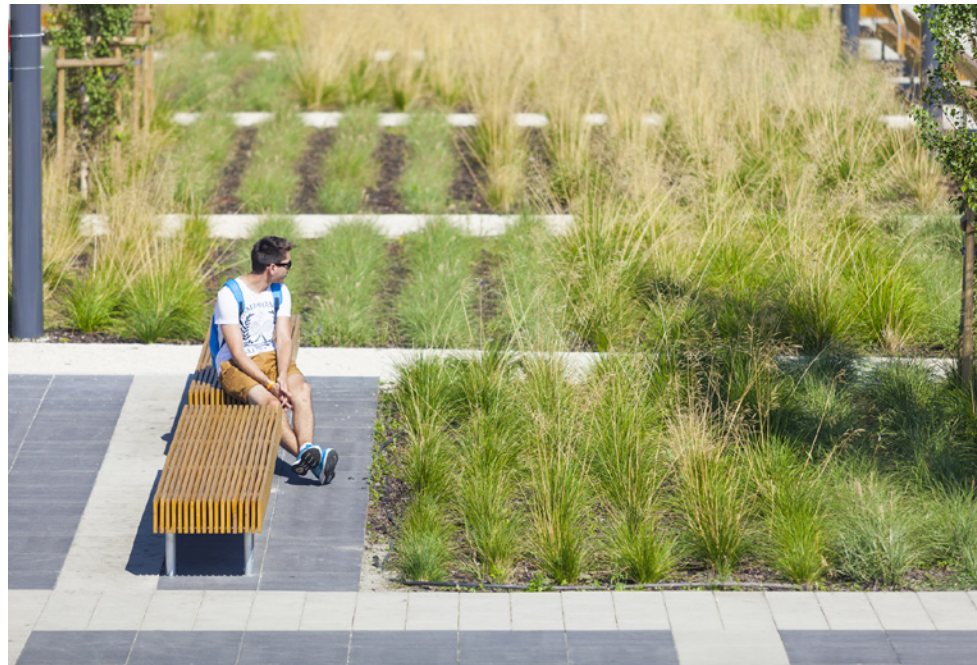


SITE FURNISHING



- District Bench
- Custom Wood & Stone Bench
- Bollard
- Bike Rack
- Litter and Recycling

DISTRICT BENCH



District Bench
mmcite
woody
color: tbd

STANDARD FURNISHINGS



Bike Rack
mmcite
lotlimit
color: tbd

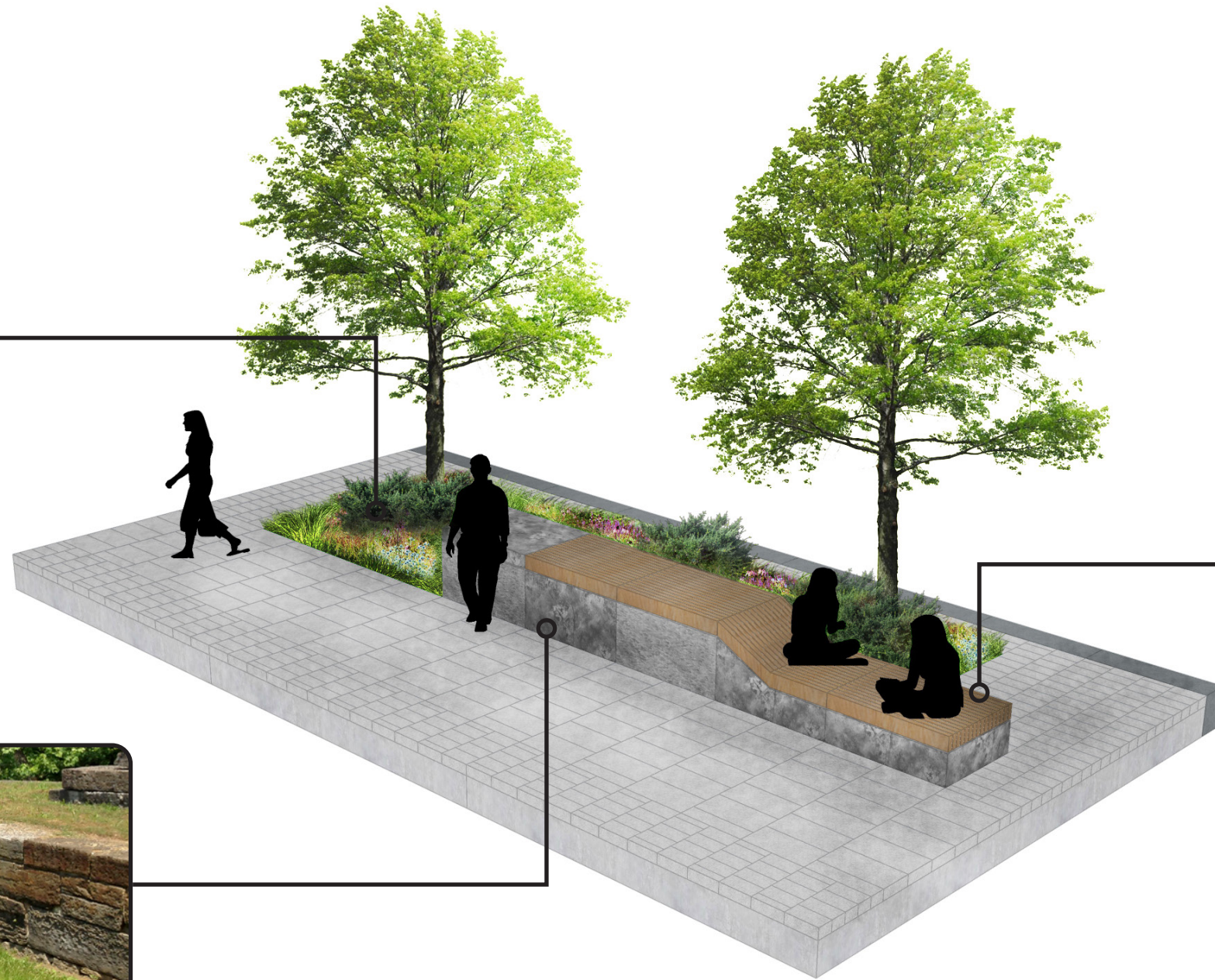


Bollard
hess
toro
color: tbd



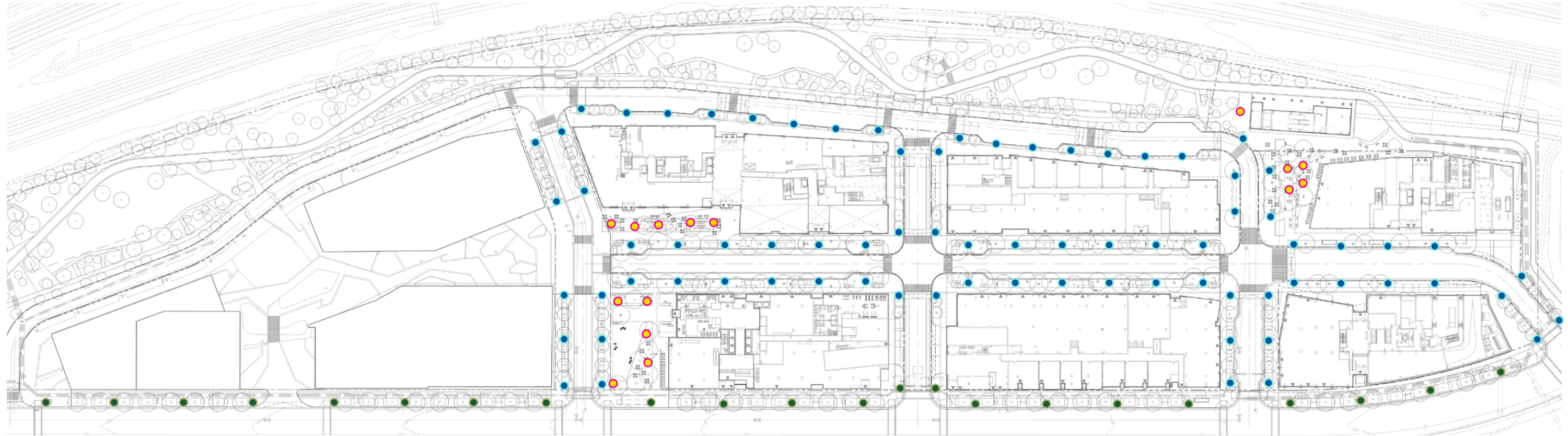
Litter and Recycling Receptacles
id created
box
color: tbd

CUSTOM STONE AND WOOD BENCH



- Lighting to be incorporated
- Integrate metal accents

SITE LIGHTING



- District Street Light
- Potomac Ave Street Light
- Pole Mounted Flood Light

DISTRICT LIGHTING - STREETSCAPE LIGHTING



District Street Light

bega

77 025

16'-0" mounting height



Potomac Ave Street Light

bega

99 599

25'-0" mounting height

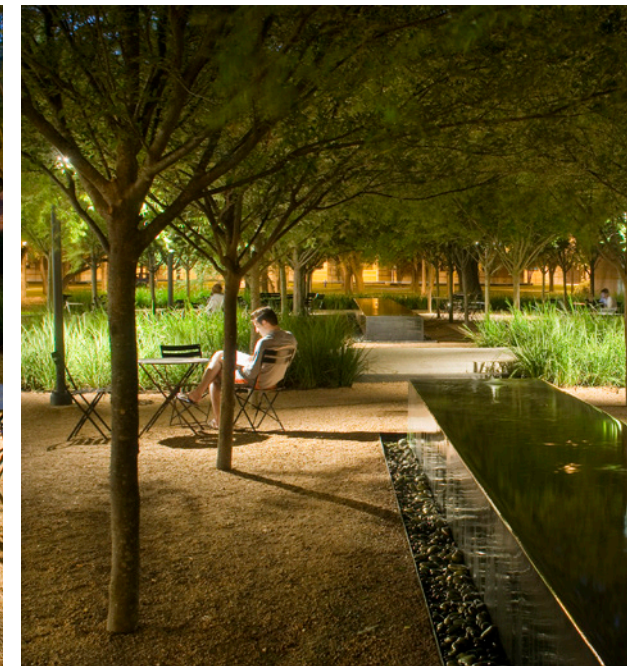
DISTRICT LIGHTING - PLAZA LIGHTS



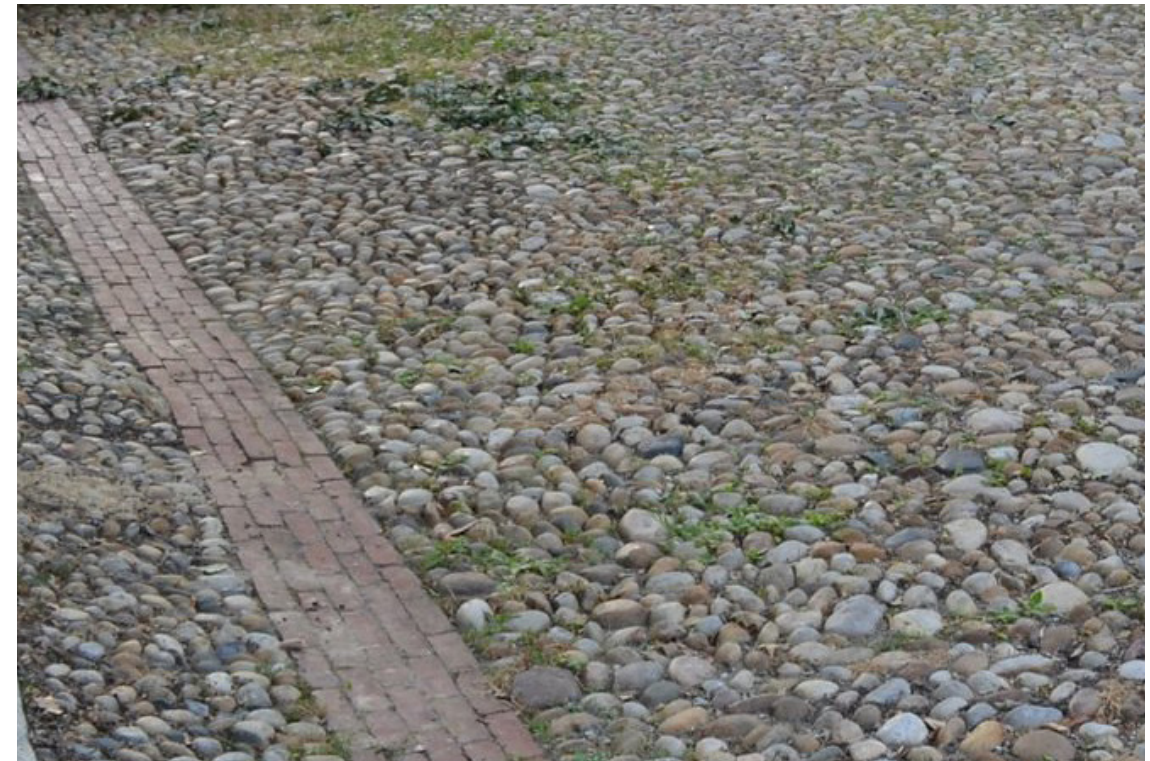
Pole Mounted Flood Light
bega

77 797

20'-0" mounting height

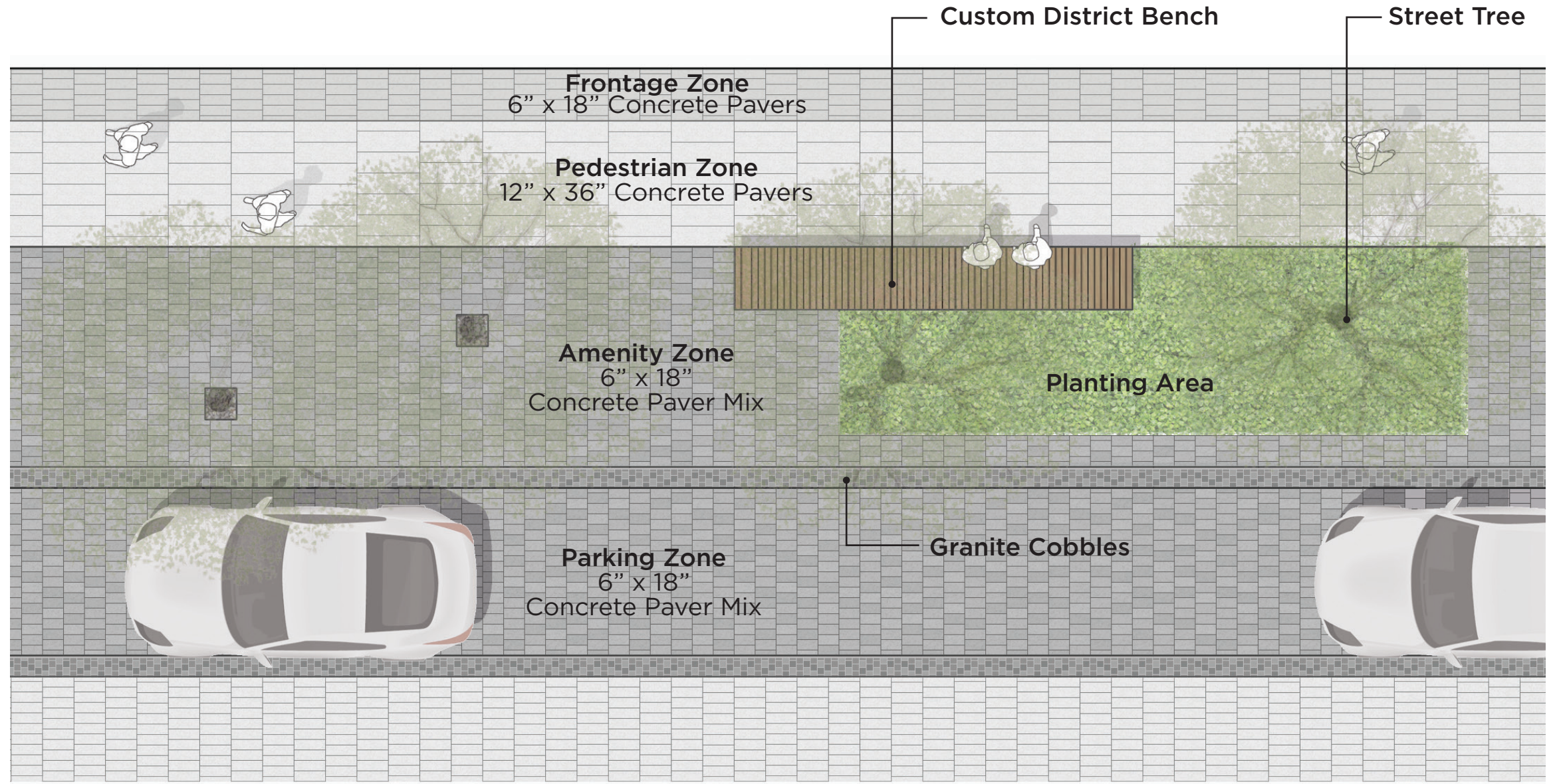


ALEXANDRIA HISTORIC STREETS

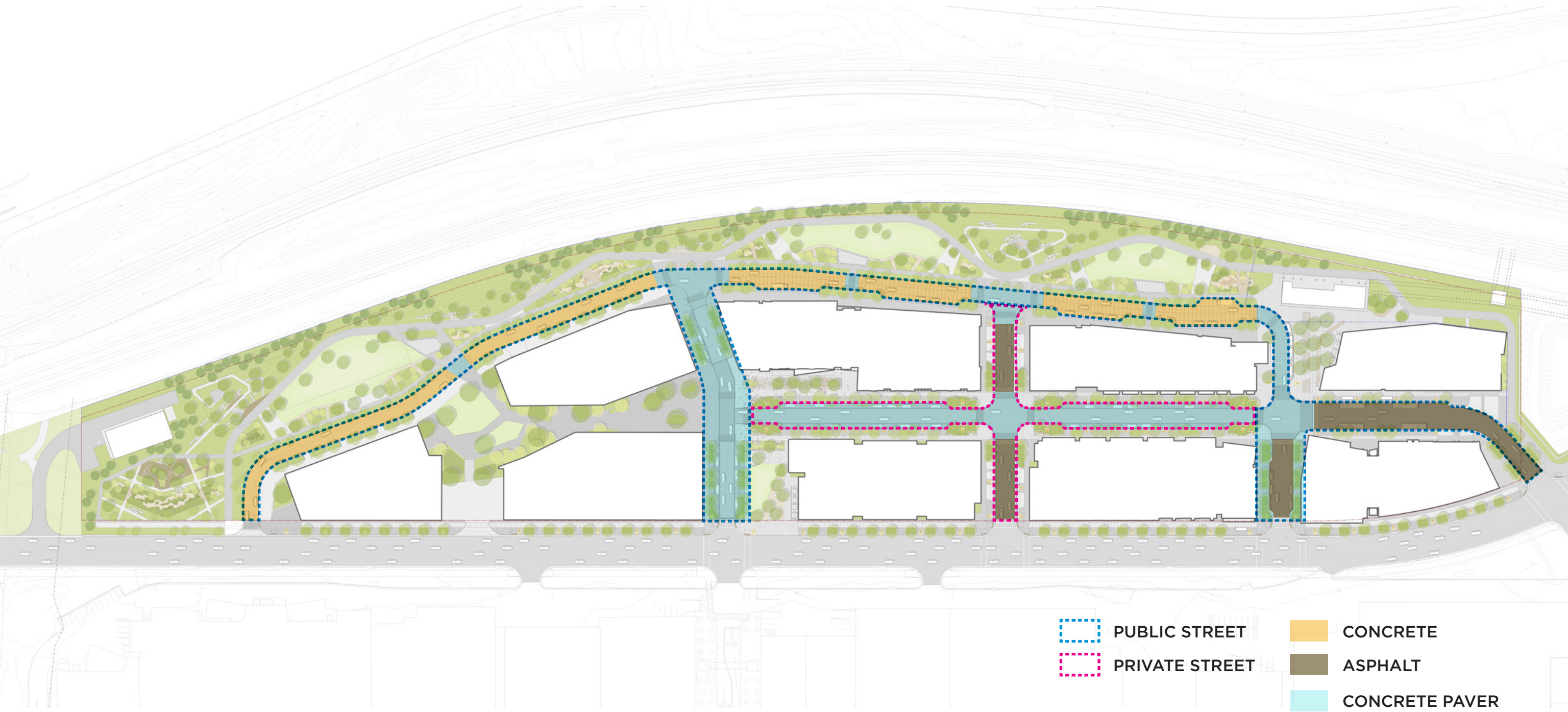


STREETSCAPE MATERIALS

- Concrete pavers that give look of granite precedent
- cobble strips to define parking and drive lanes



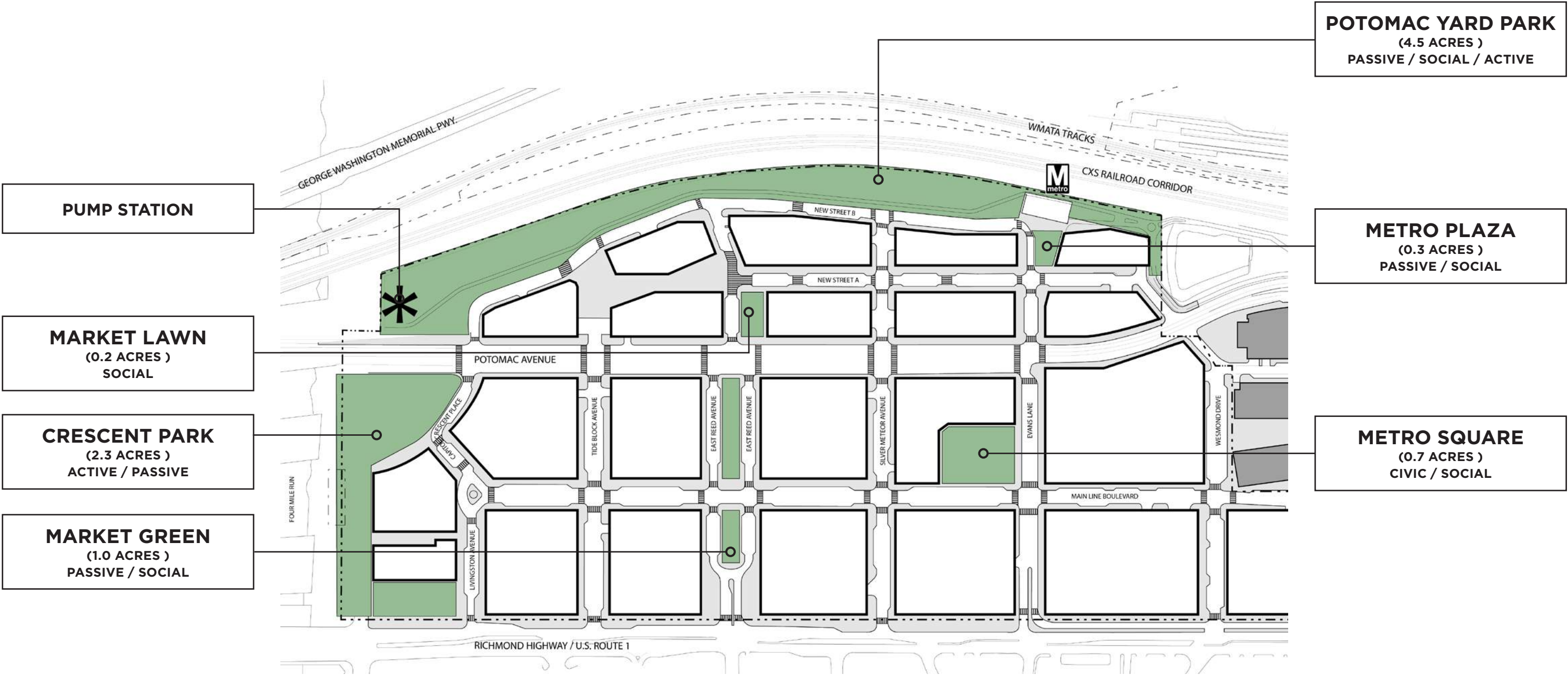
STREET MATERIALITY



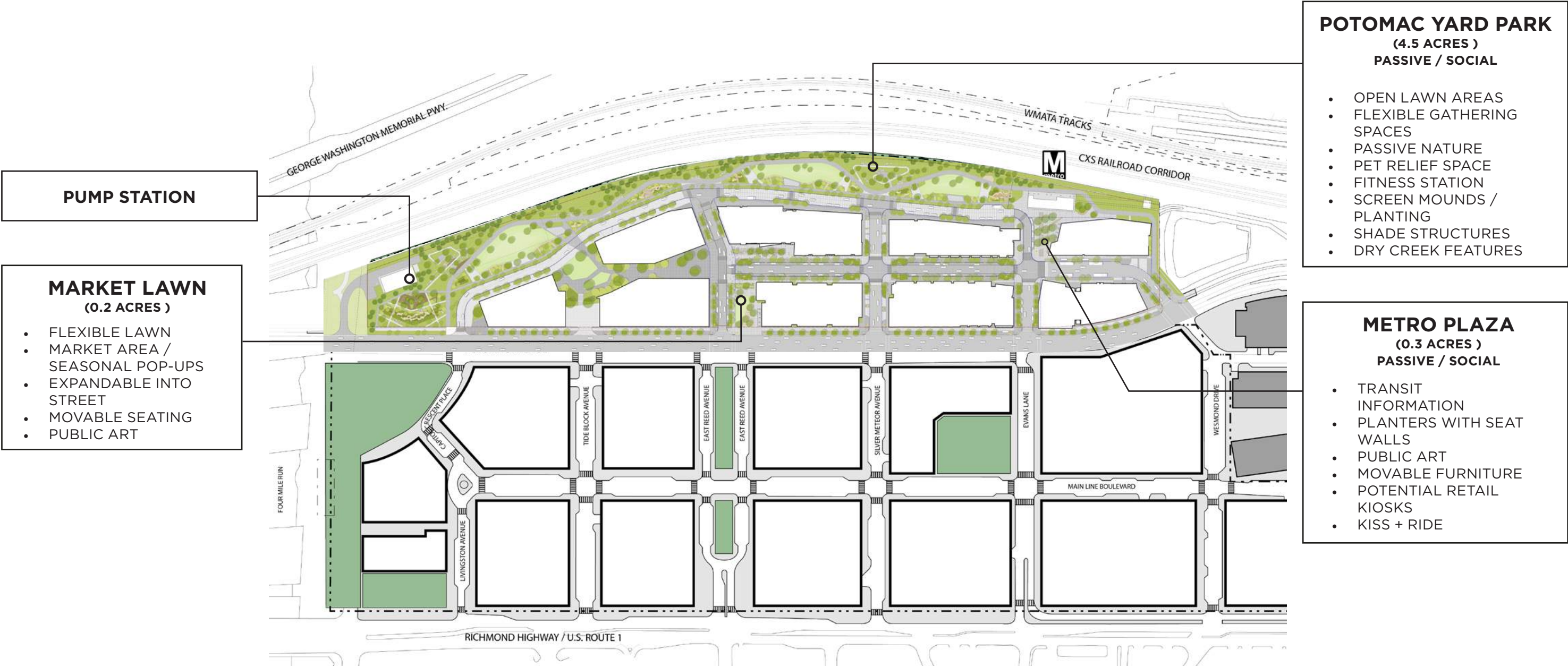
NORTH POTOMAC YARD

Open Space Design

COMPREHENSIVE OPEN SPACE PLAN



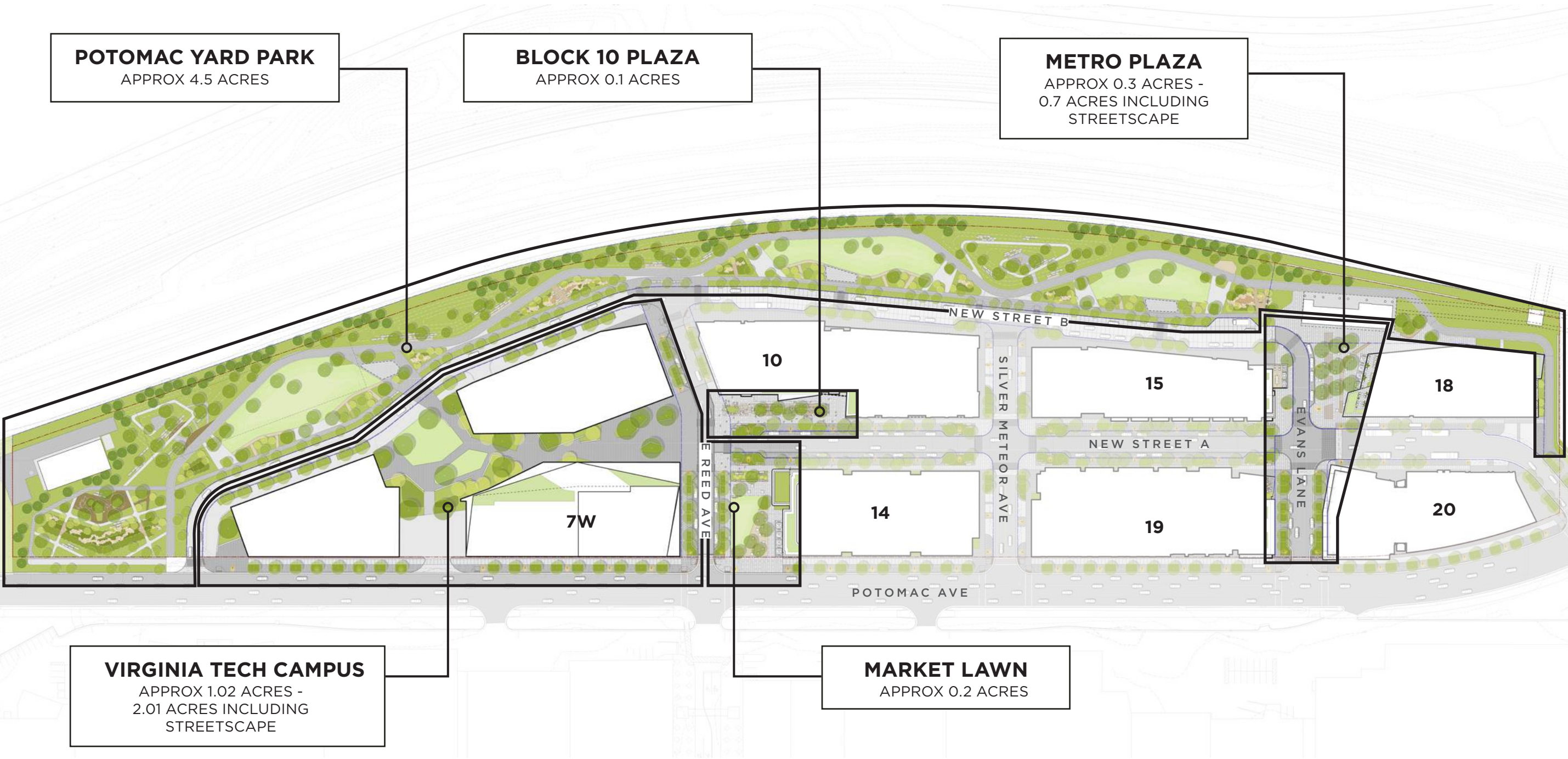
COMPREHENSIVE OPEN SPACE PLAN



OPEN SPACE



OPEN SPACE



OPEN SPACES WITH ABOVE-GRADE OPEN SPACE



Market Lawn

MARKET LAWN



MARKET LAWN
APPROX 0.2 ACRES

MARKET LAWN

BIO-RETENTION

URBAN GARDEN ROOM

EVENT LAWN

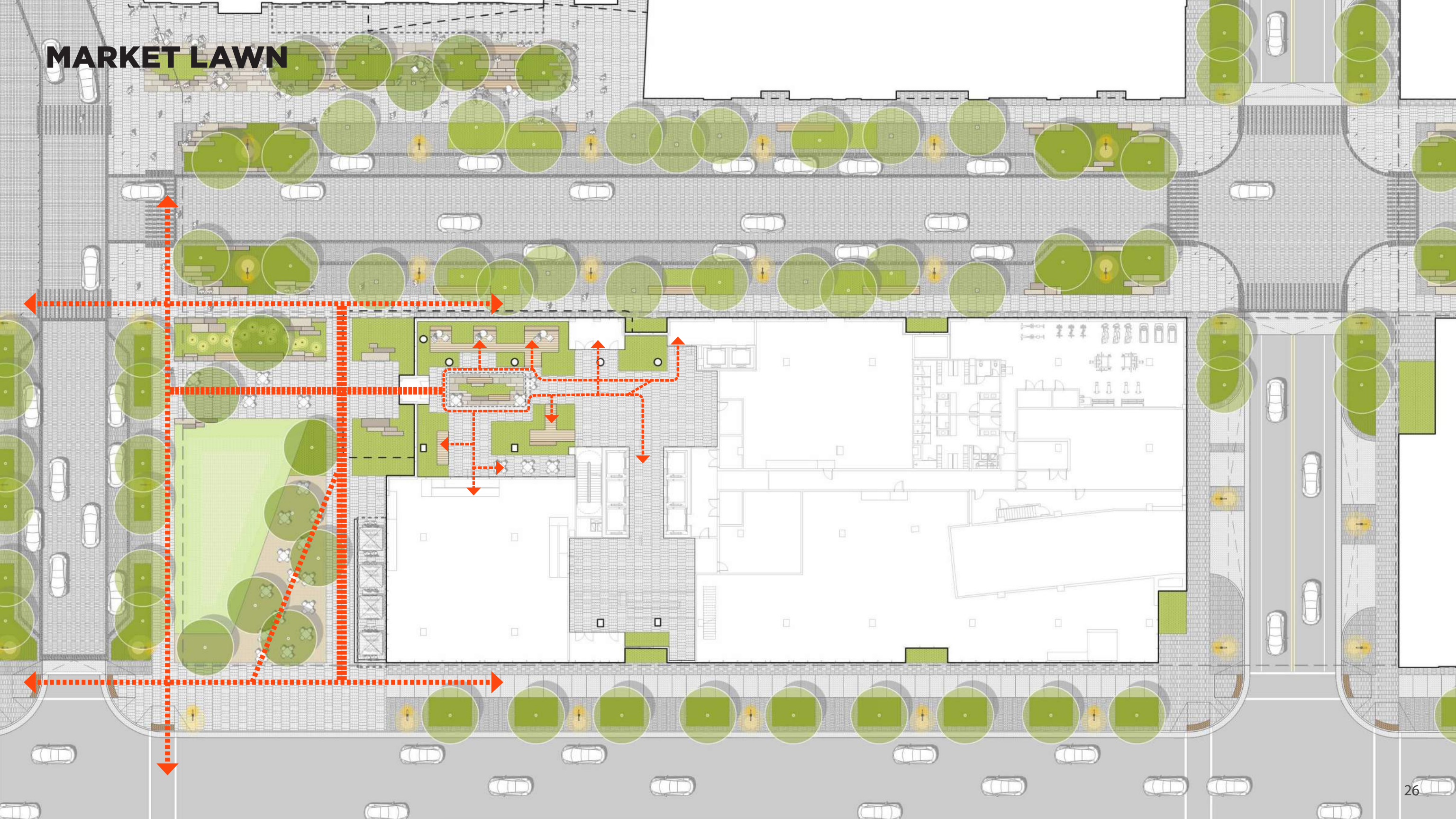
PLAZA TREE

RETAIL FRONTAGE

MOVABLE FURNITURE

SEATING GROVES

MARKET LAWN



MARKET LAWN



MARKET LAWN



MARKET LAWN



MARKET LAWN



MARKET LAWN



MARKET LAWN



URBAN GARDEN ROOM

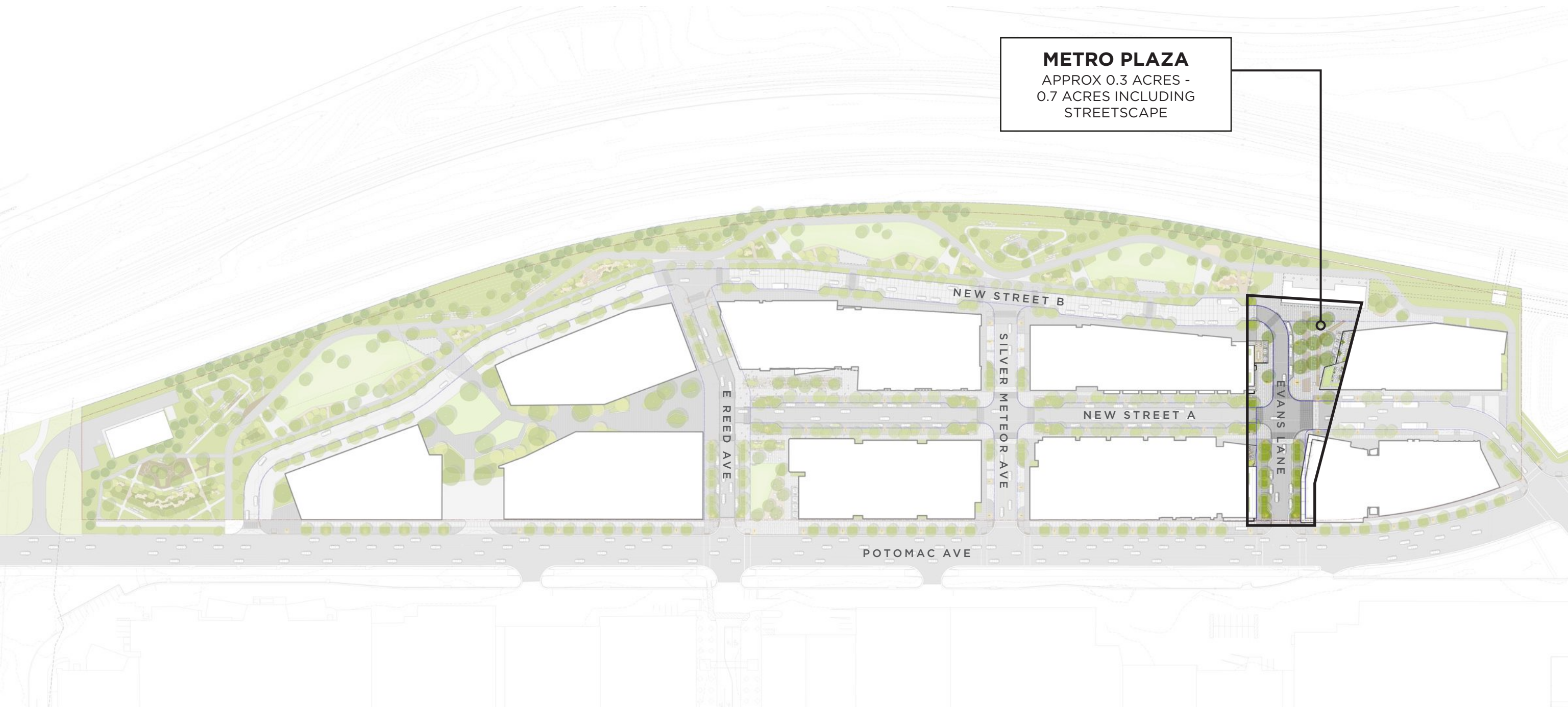


MARKET LAWN



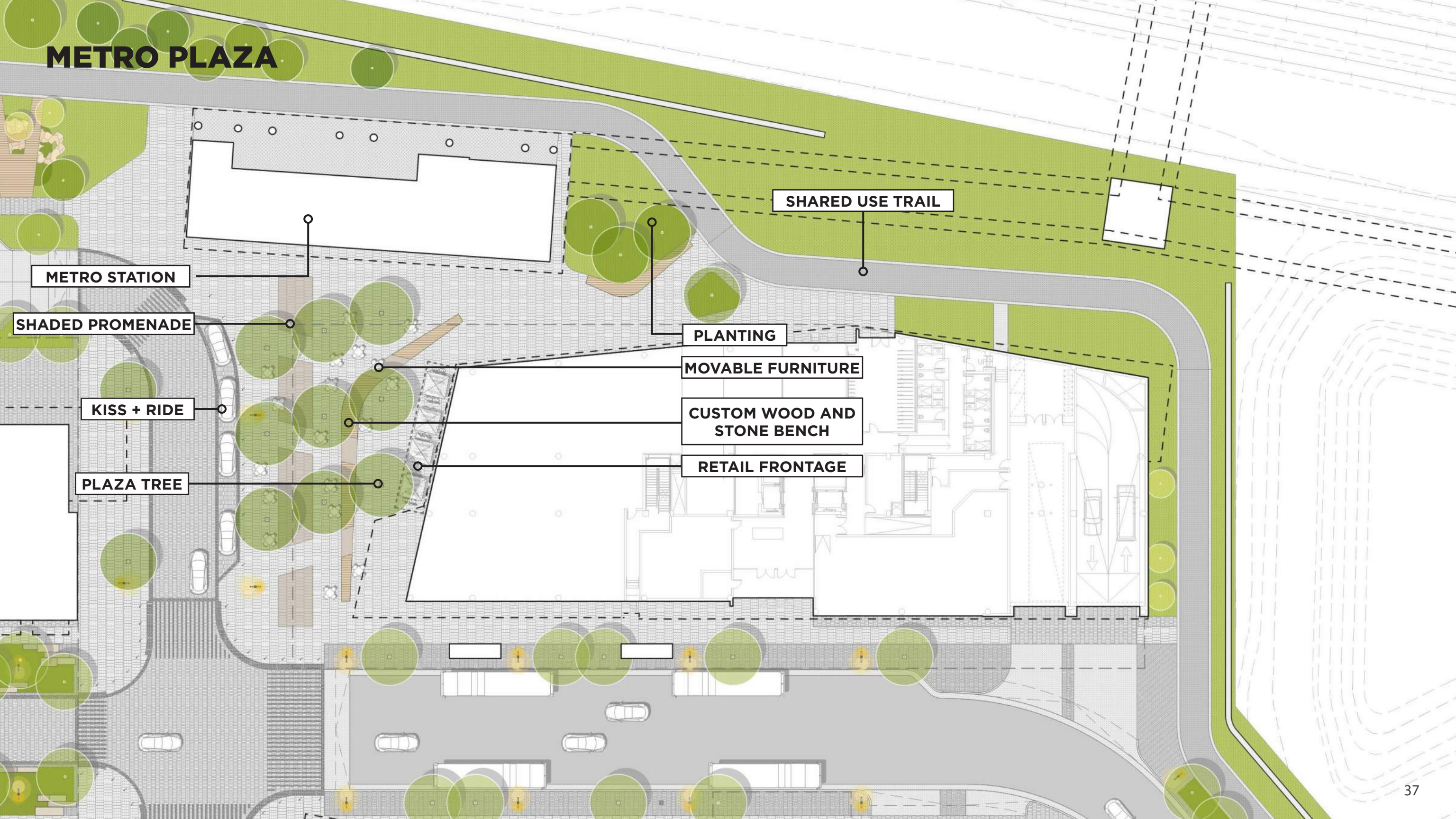
Metro Plaza Update

METRO PLAZA



METRO PLAZA
APPROX 0.3 ACRES -
0.7 ACRES INCLUDING
STREETSCAPE

METRO PLAZA



METRO STATION

SHADED PROMENADE

KISS + RIDE

PLAZA TREE

SHARED USE TRAIL

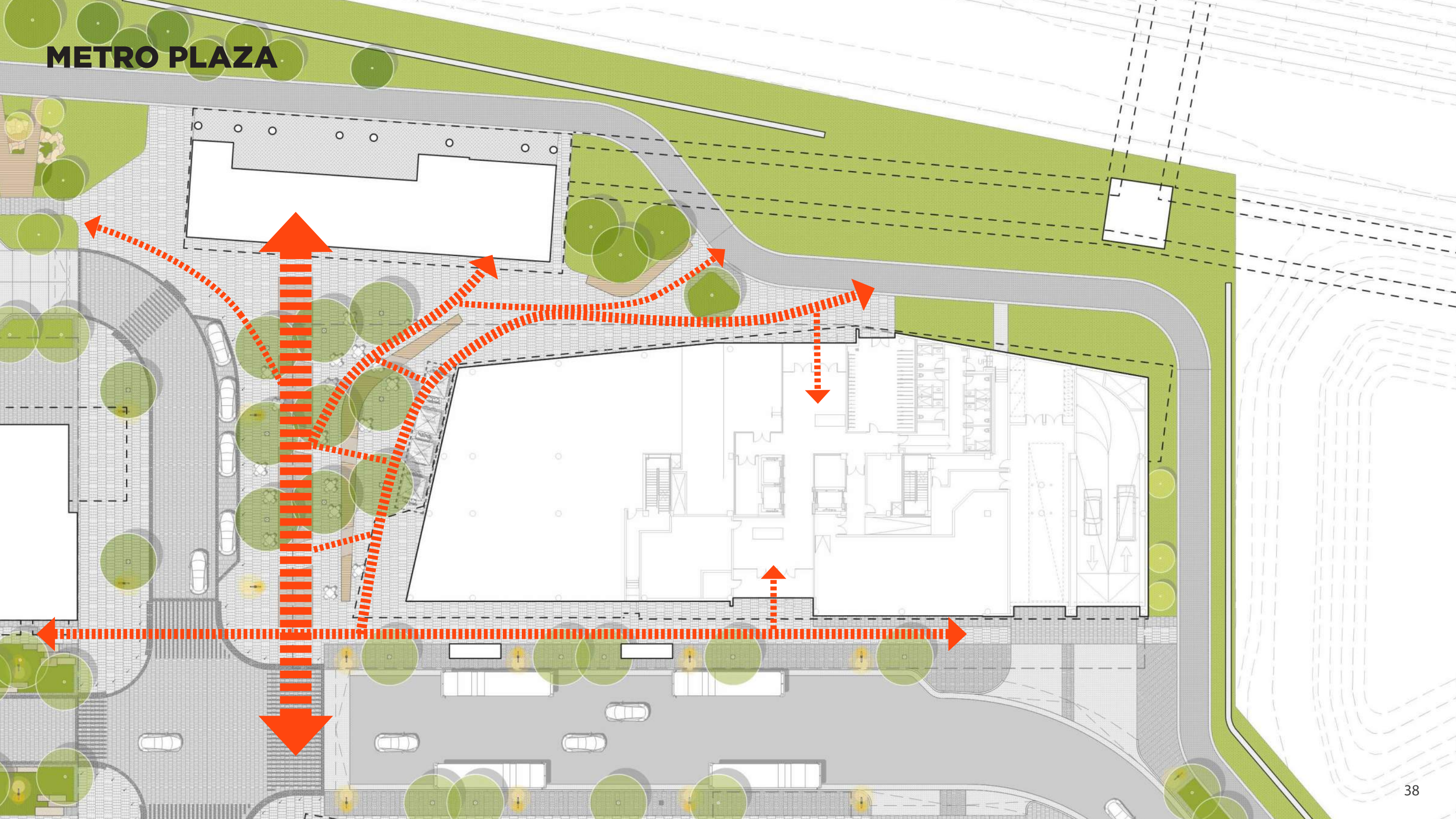
PLANTING

MOVABLE FURNITURE

CUSTOM WOOD AND
STONE BENCH

RETAIL FRONTAGE

METRO PLAZA



METRO PLAZA



METRO PLAZA



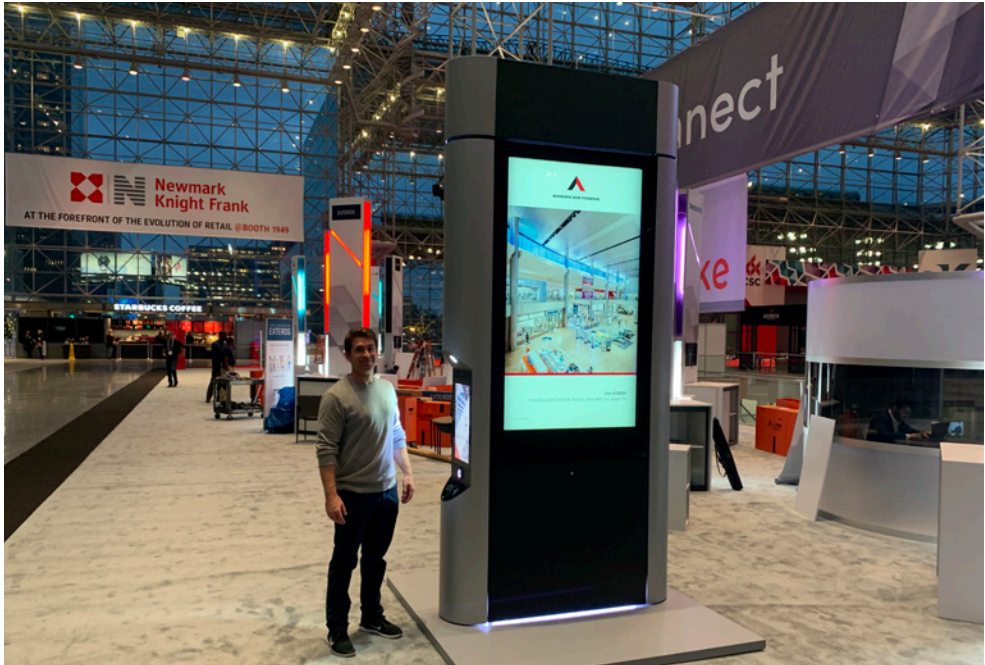
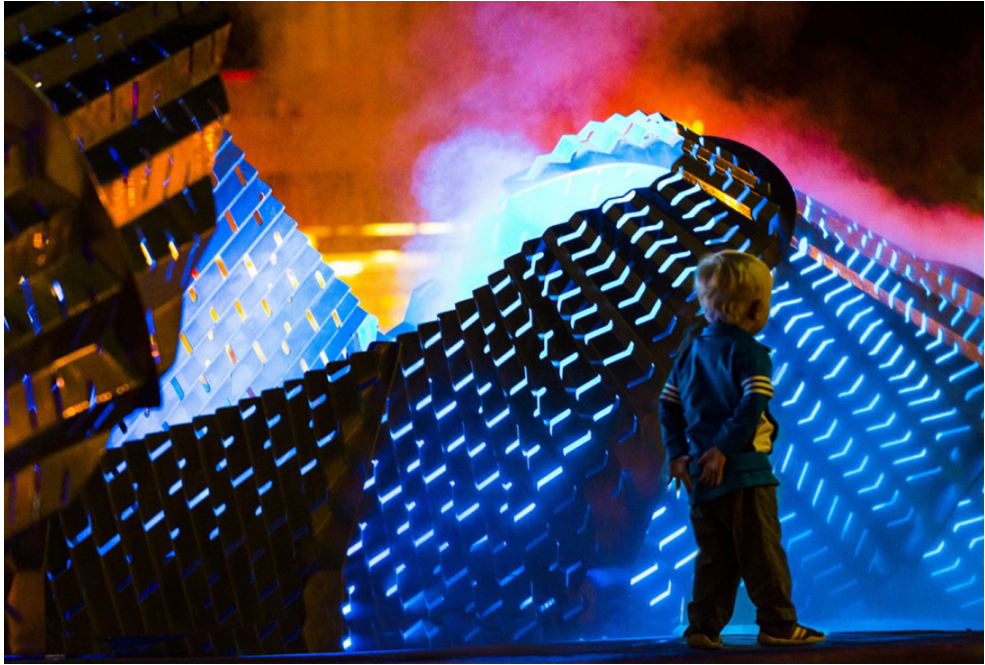
METRO PLAZA



METRO PLAZA



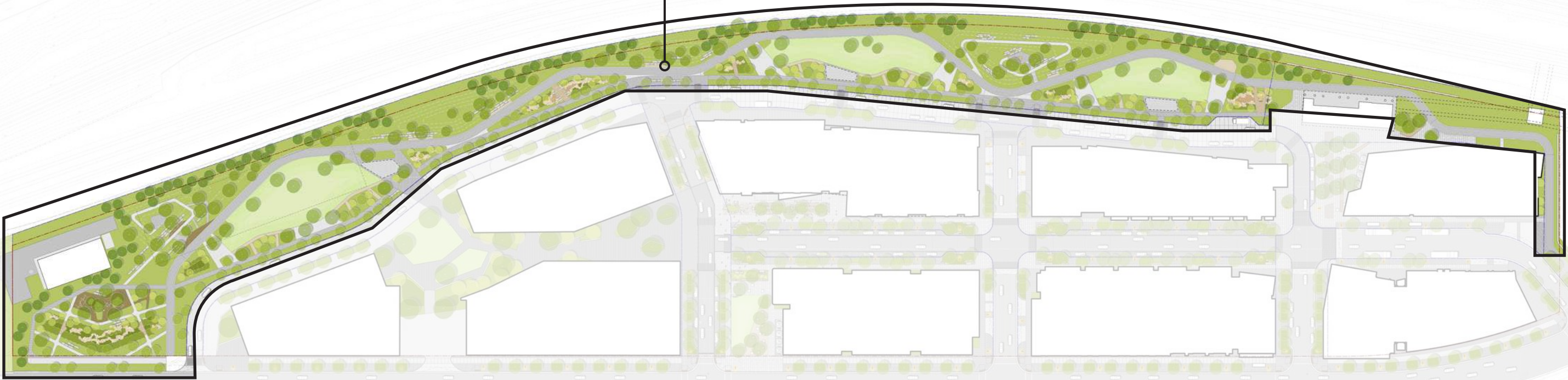
METRO PLAZA



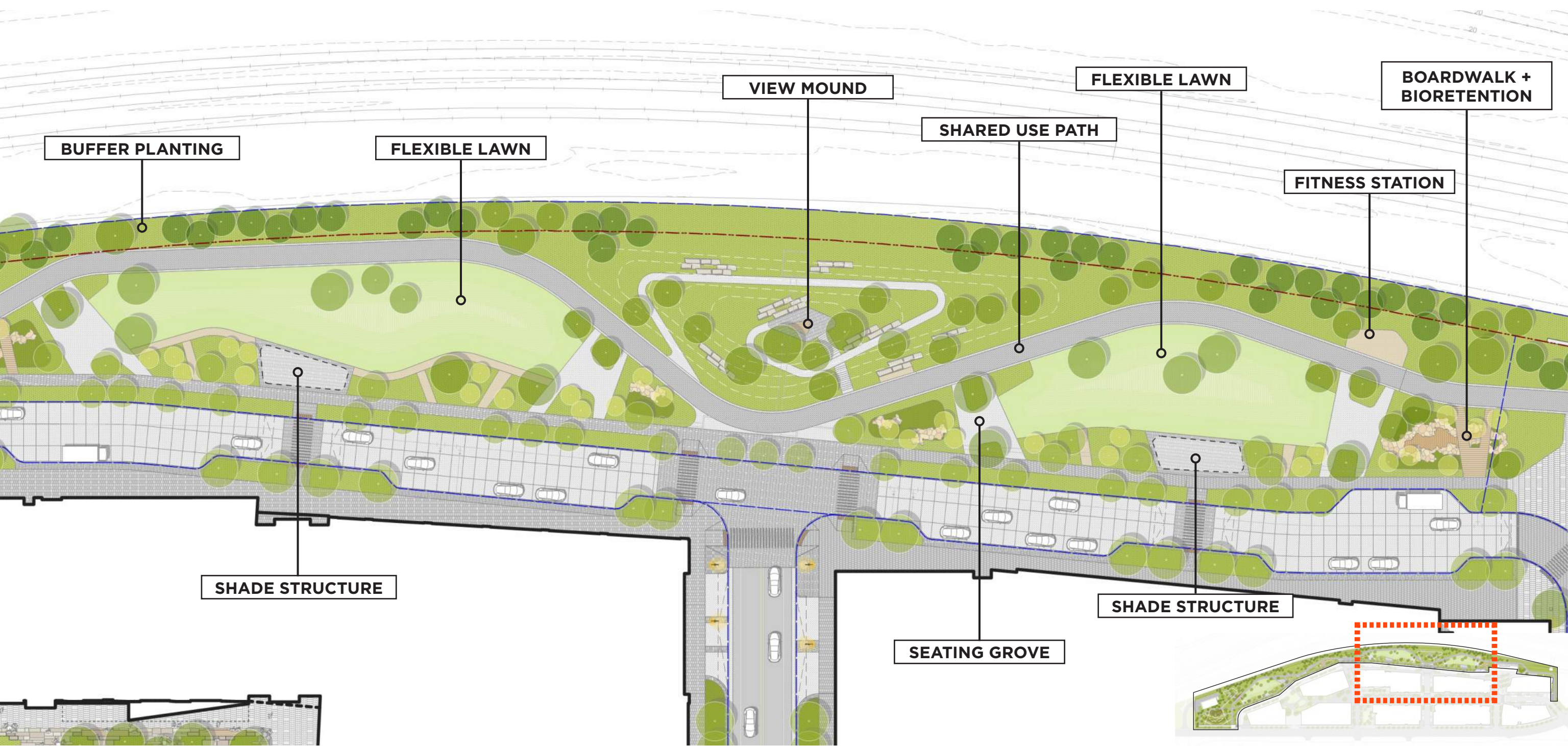
Potomac Yard Park

POTOMAC YARD PARK

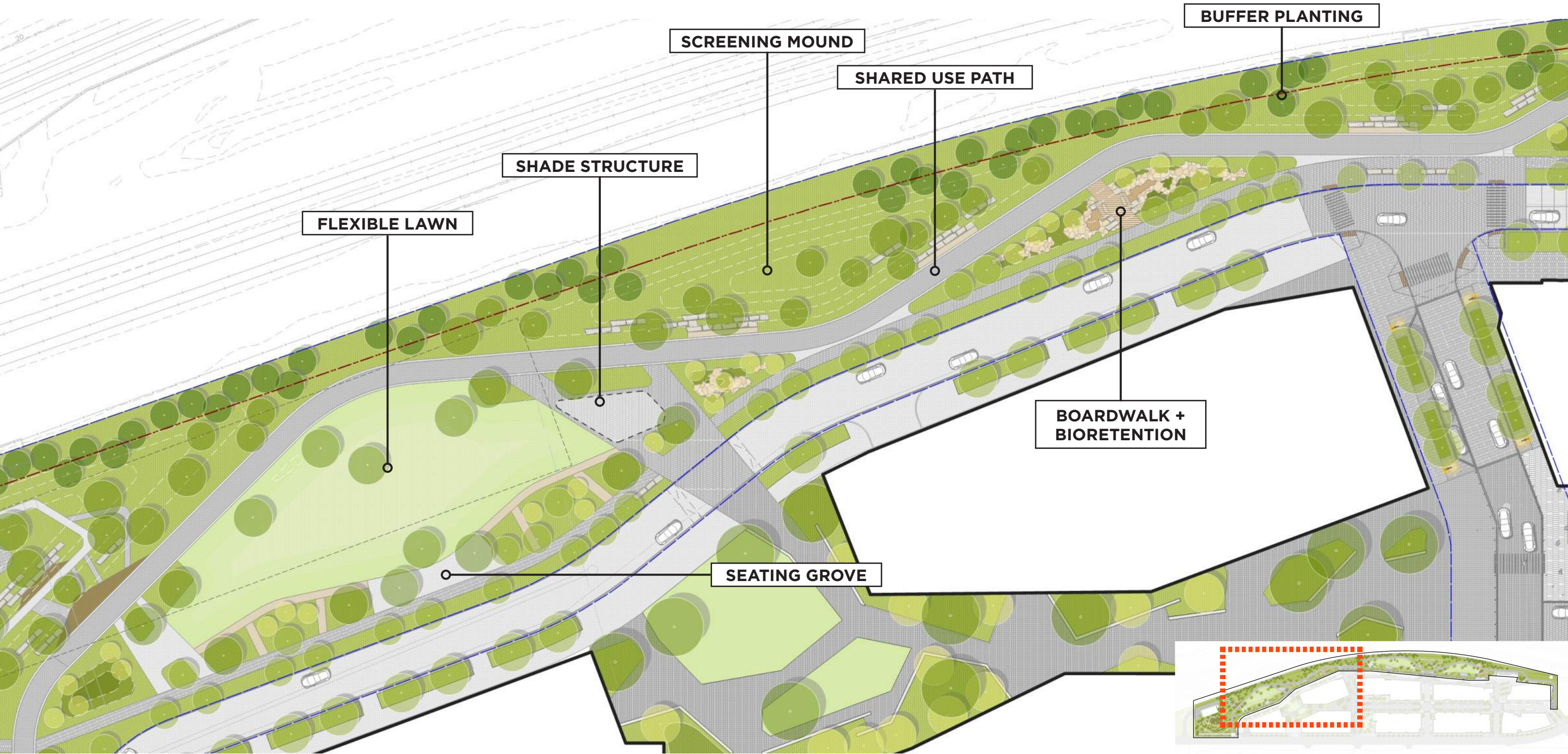
POTOMAC YARD PARK
APPROX 4.7 ACRES



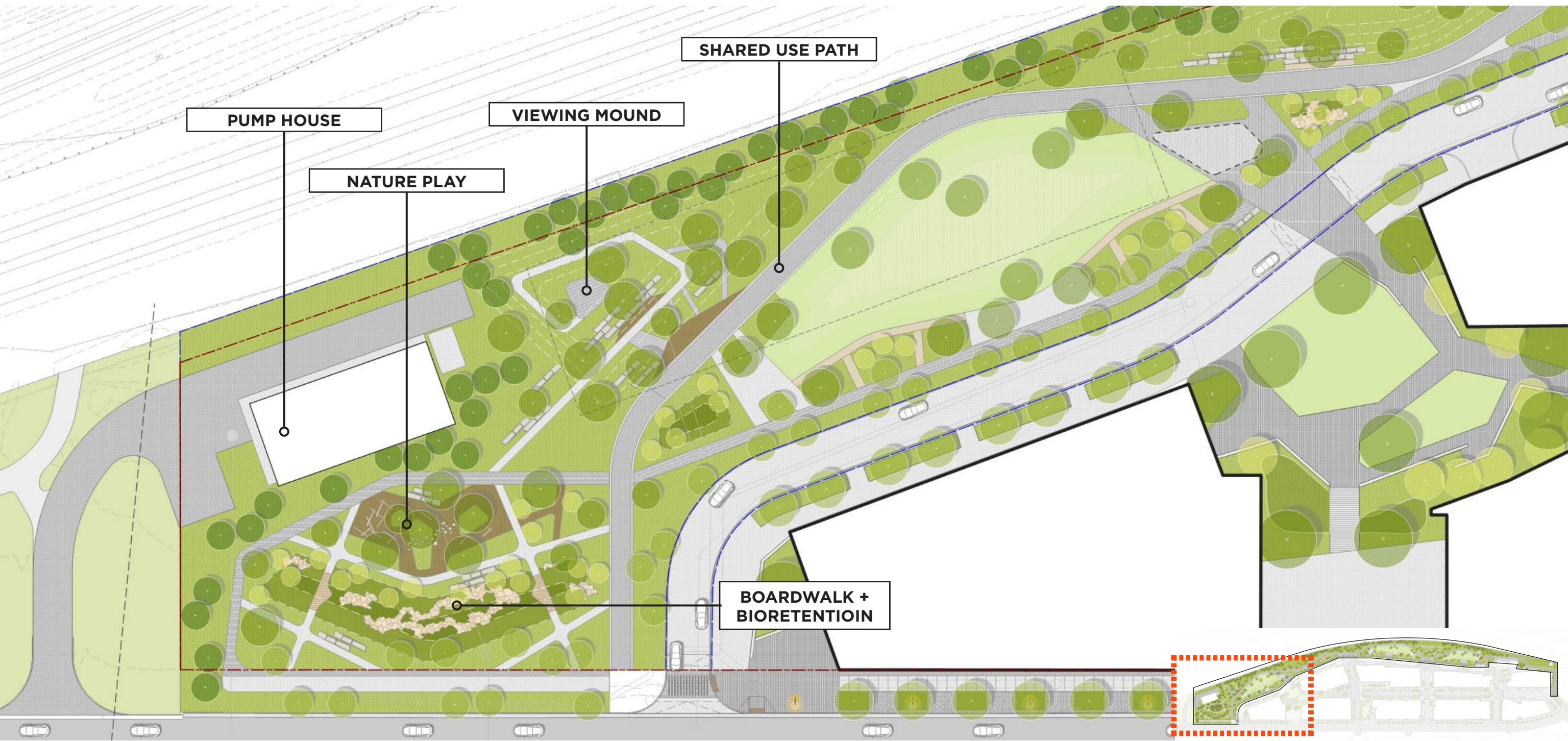
POTOMAC YARD PARK



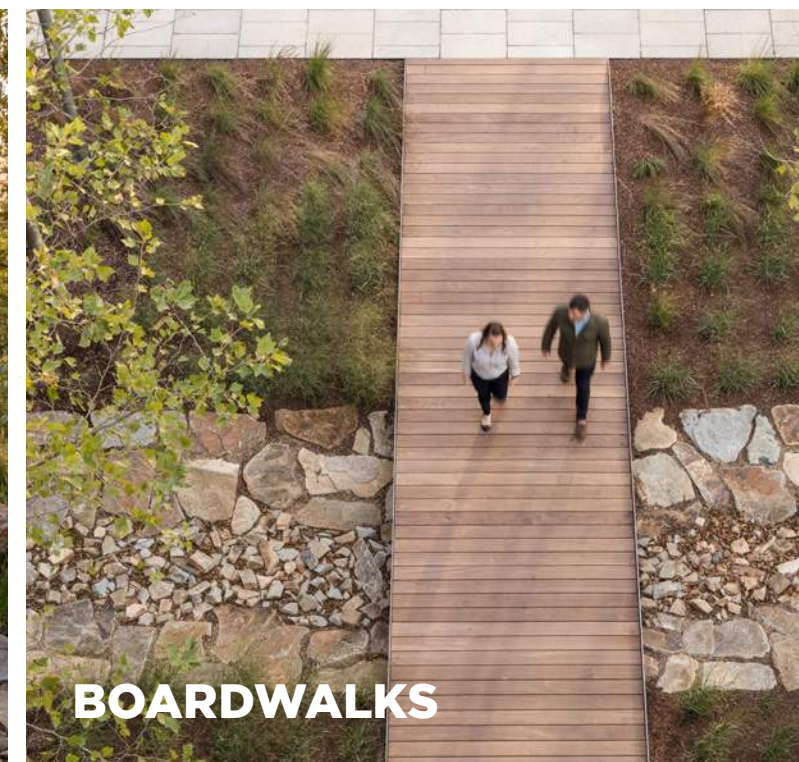
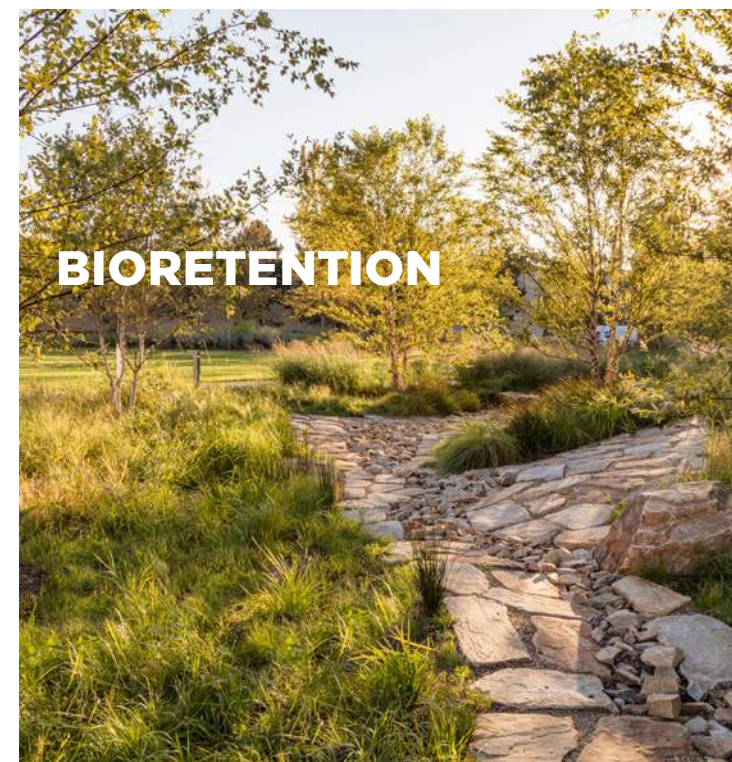
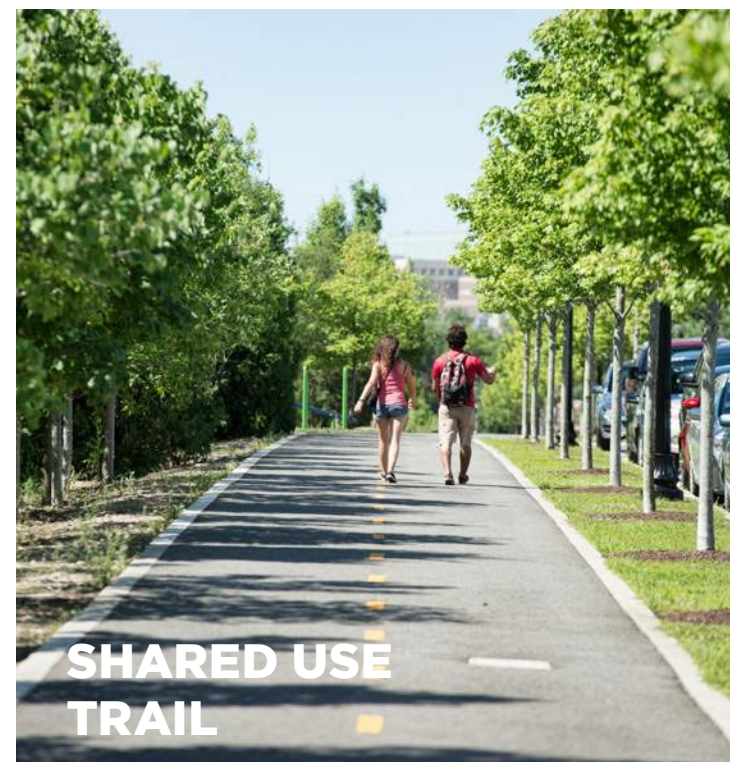
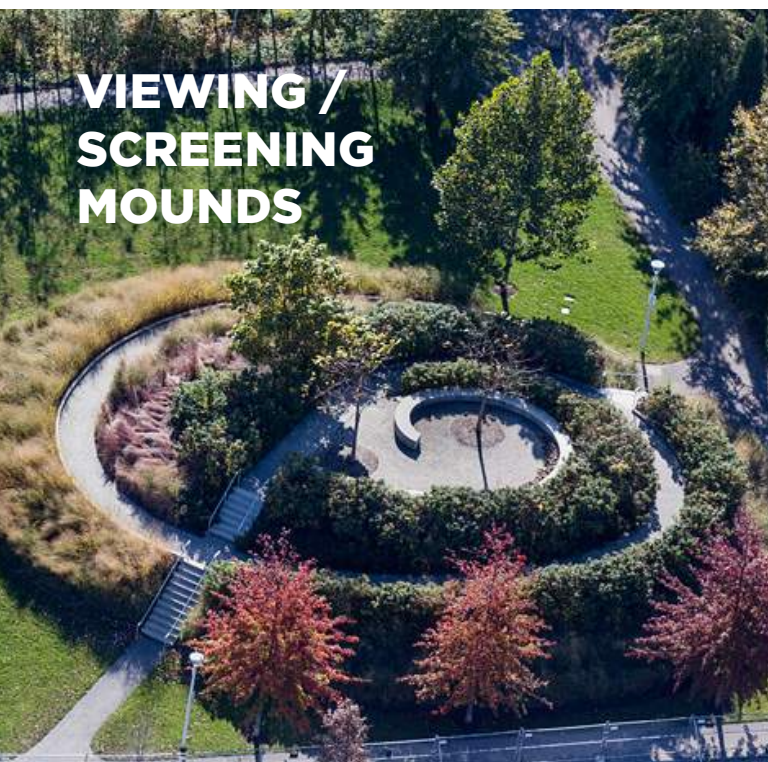
POTOMAC YARD PARK



POTOMAC YARD PARK

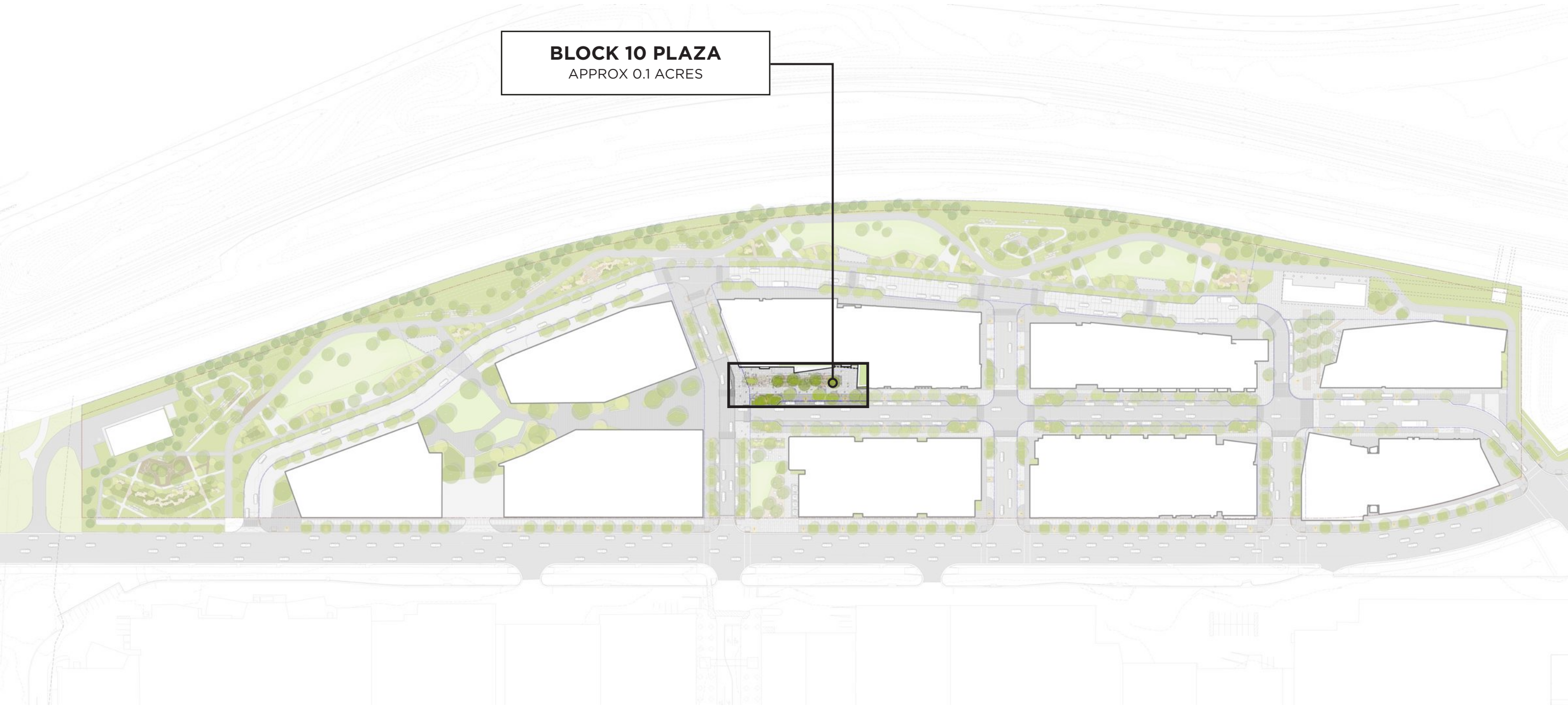


PROGRAM SPACES



Block 10 Plaza

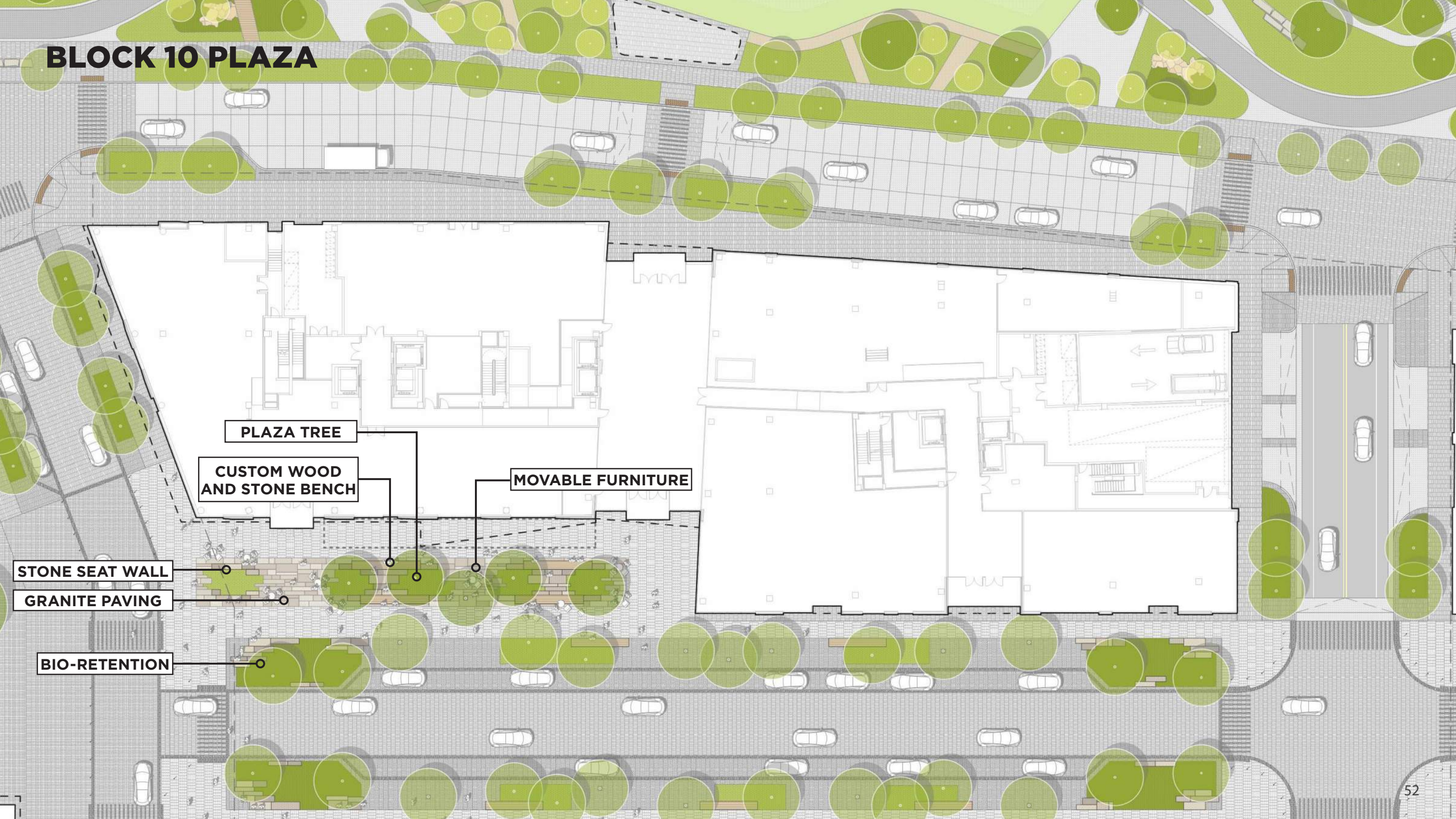
BLOCK 10 PLAZA



BLOCK 10 PLAZA
APPROX 0.1 ACRES



BLOCK 10 PLAZA



PLAZA TREE

CUSTOM WOOD
AND STONE BENCH

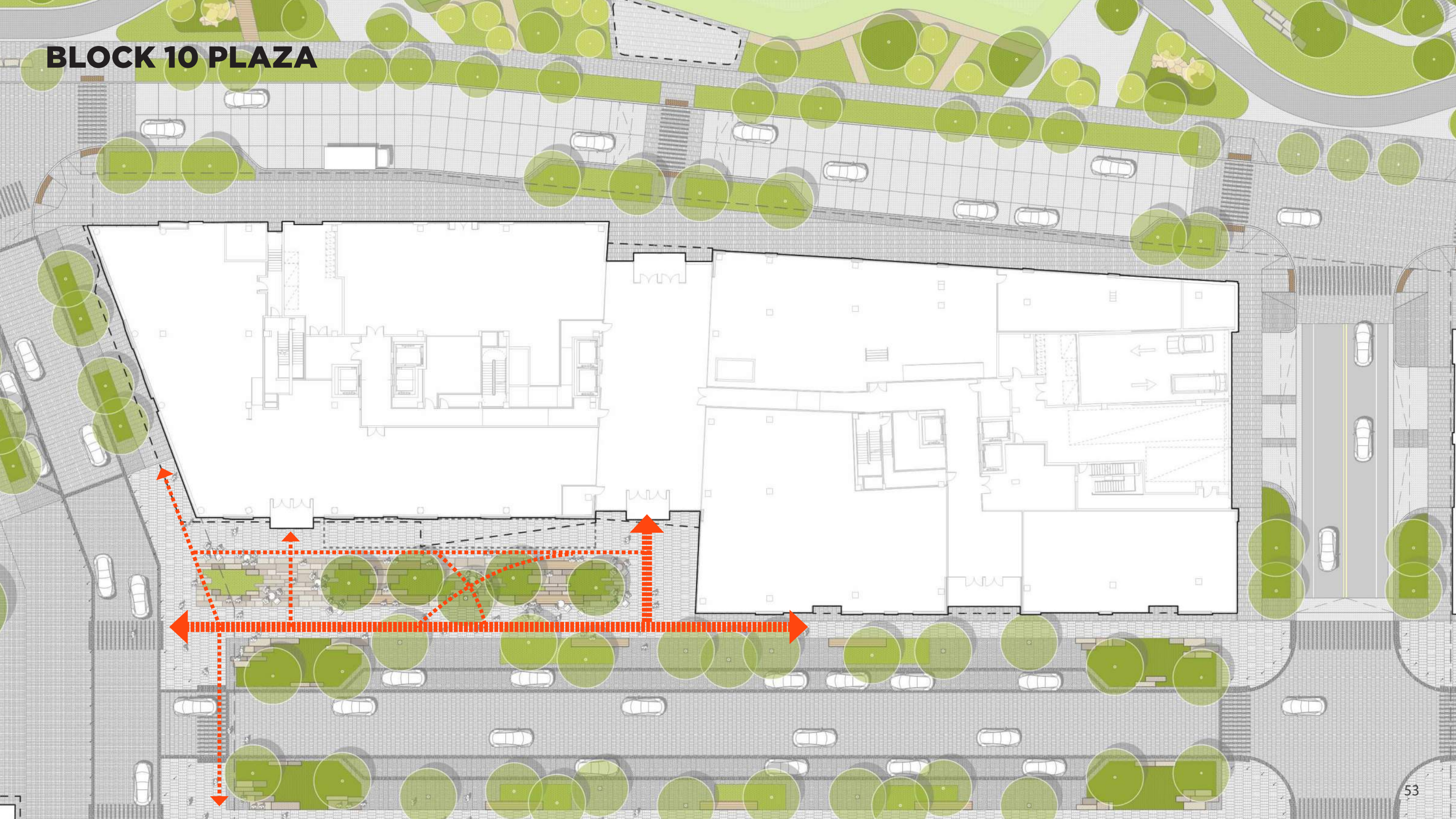
MOVABLE FURNITURE

STONE SEAT WALL

GRANITE PAVING

BIO-RETENTION

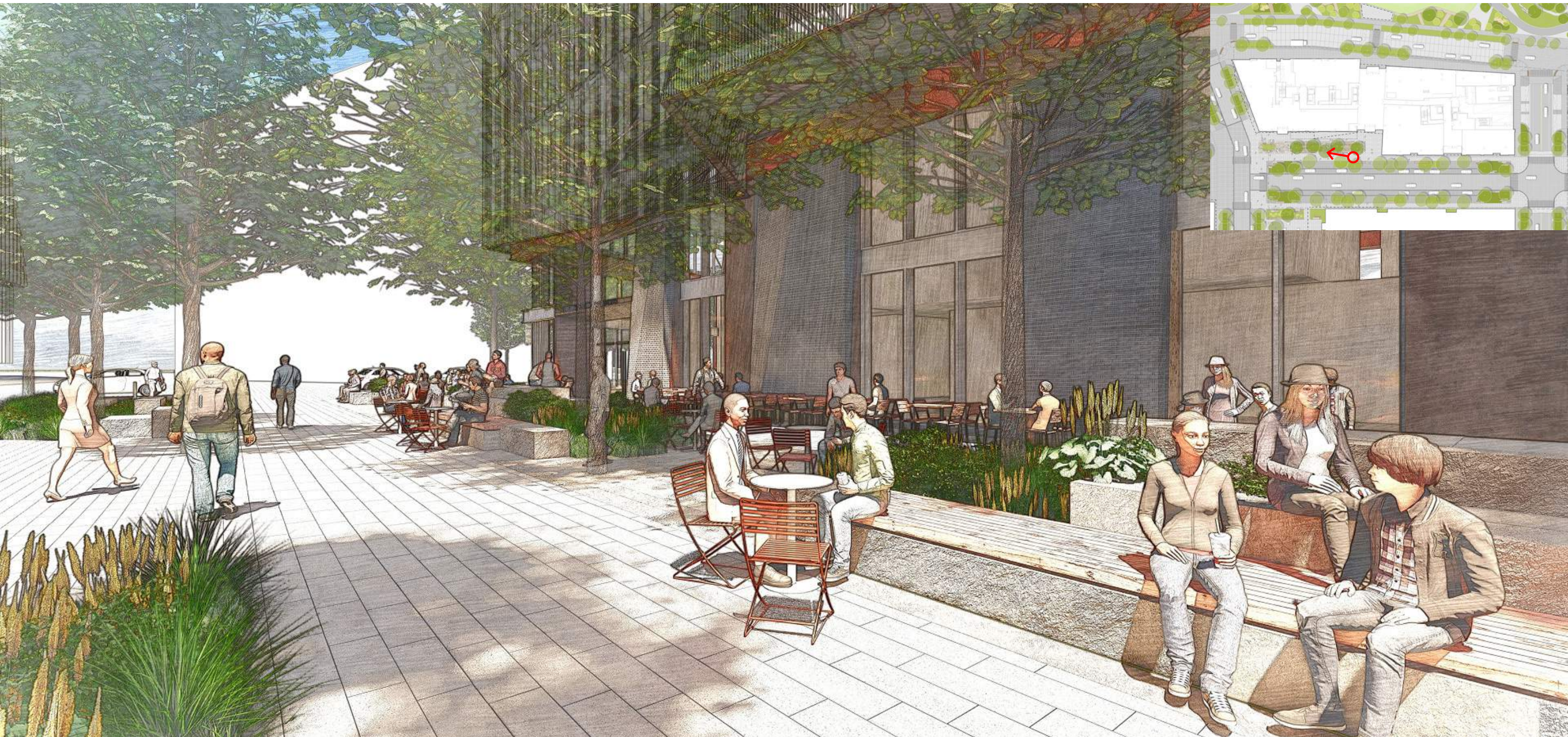
BLOCK 10 PLAZA

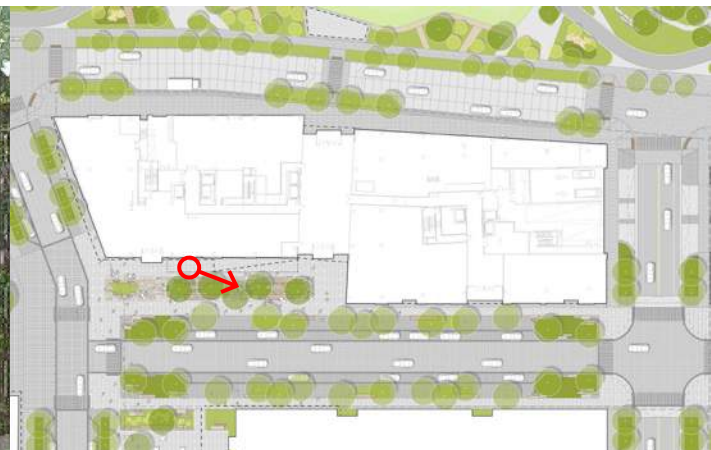


BLOCK 10 PLAZA



BLOCK 10 PLAZA







VIRGINIA TECH INNOVATION CAMPUS

SITE PLAN

INTERIM CONDITION

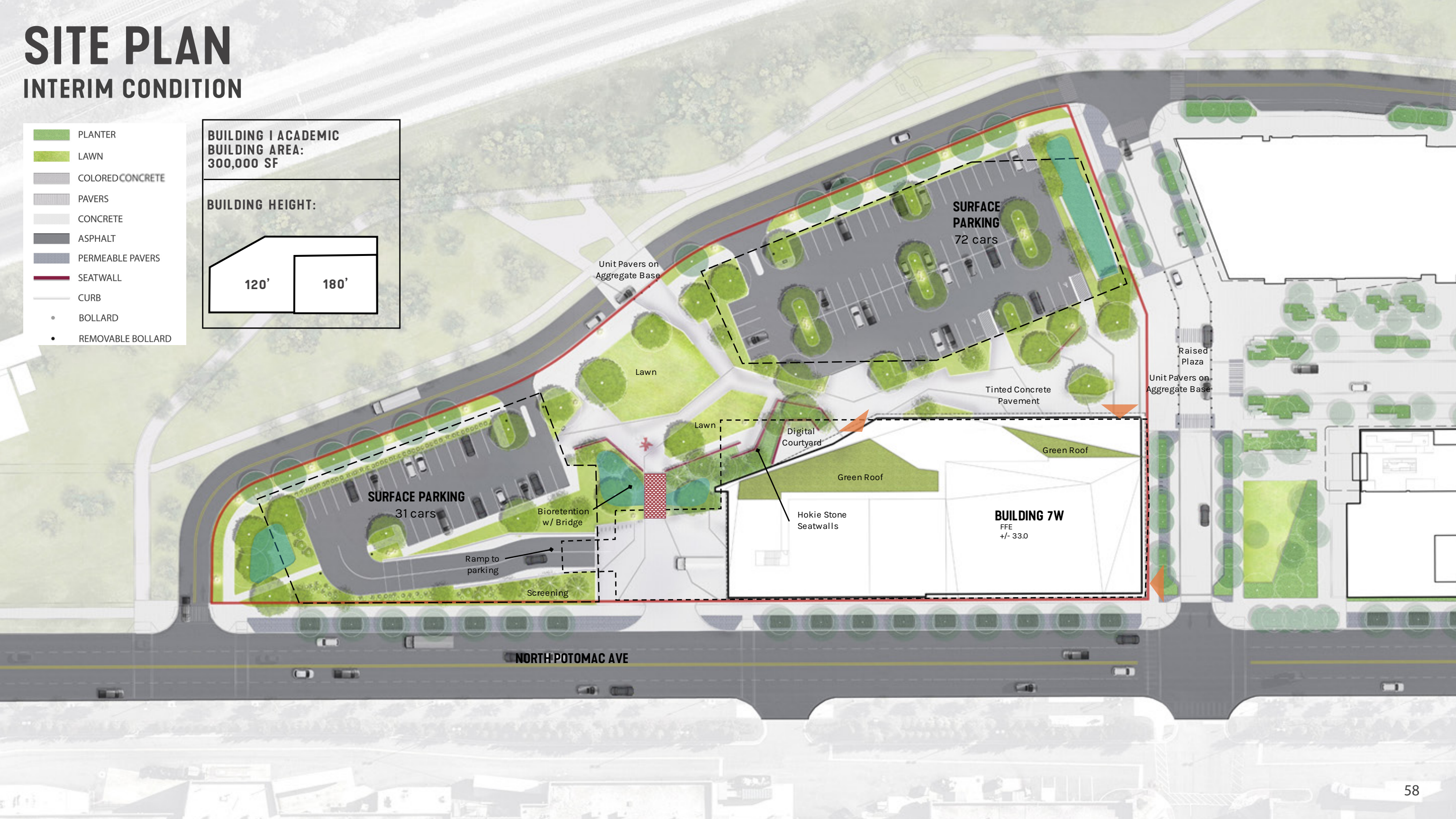
- PLANTER
- LAWN
- COLORED CONCRETE
- PAVERS
- CONCRETE
- ASPHALT
- PERMEABLE PAVERS
- SEATWALL
- CURB
- BOLLARD
- REMOVABLE BOLLARD

BUILDING I ACADEMIC
BUILDING AREA:
300,000 SF

BUILDING HEIGHT:

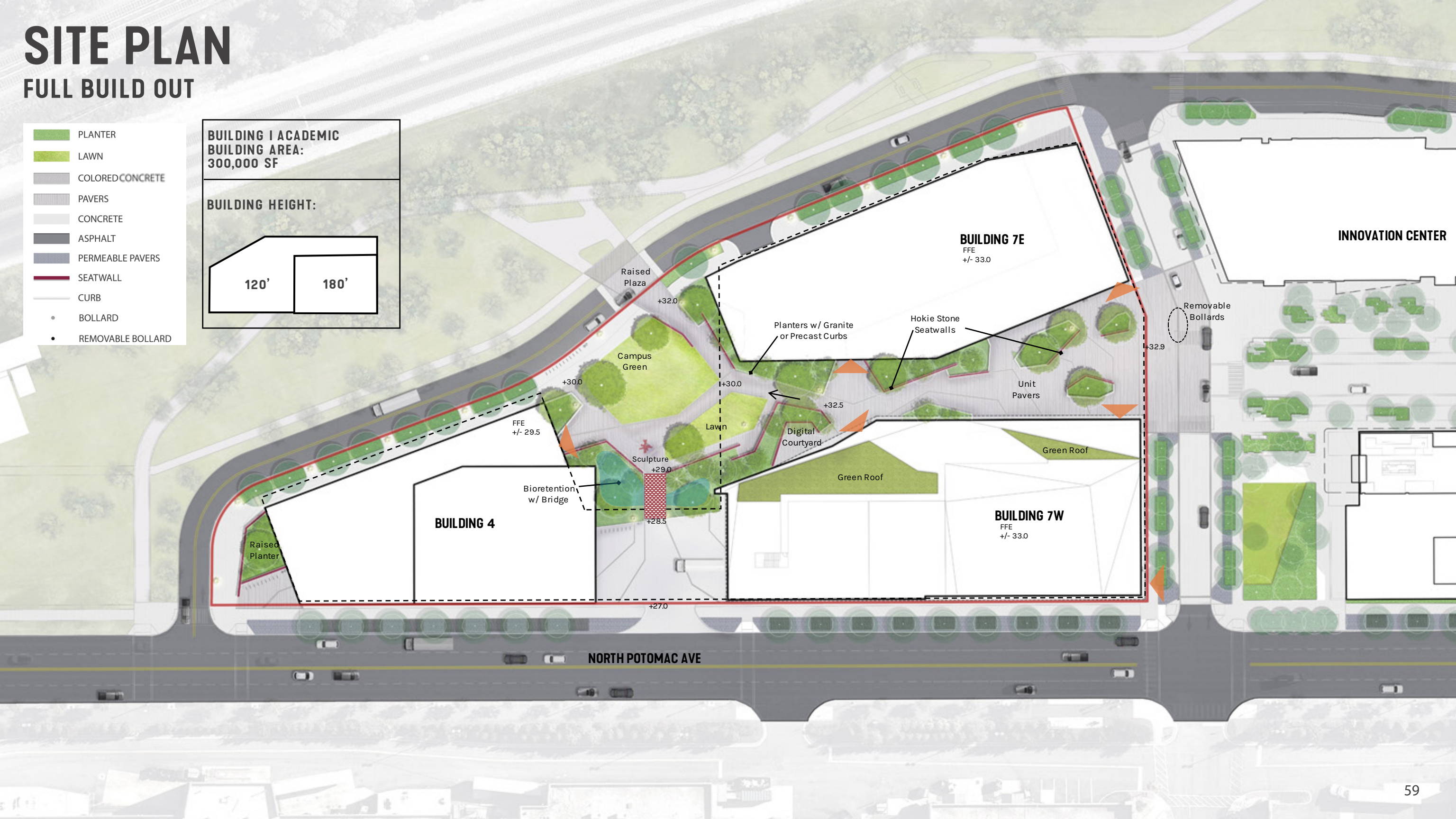
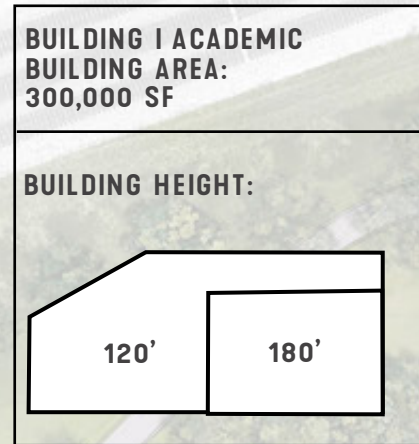
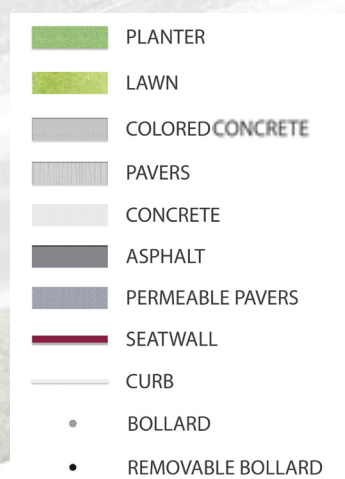
120'

180'



SITE PLAN

FULL BUILD OUT

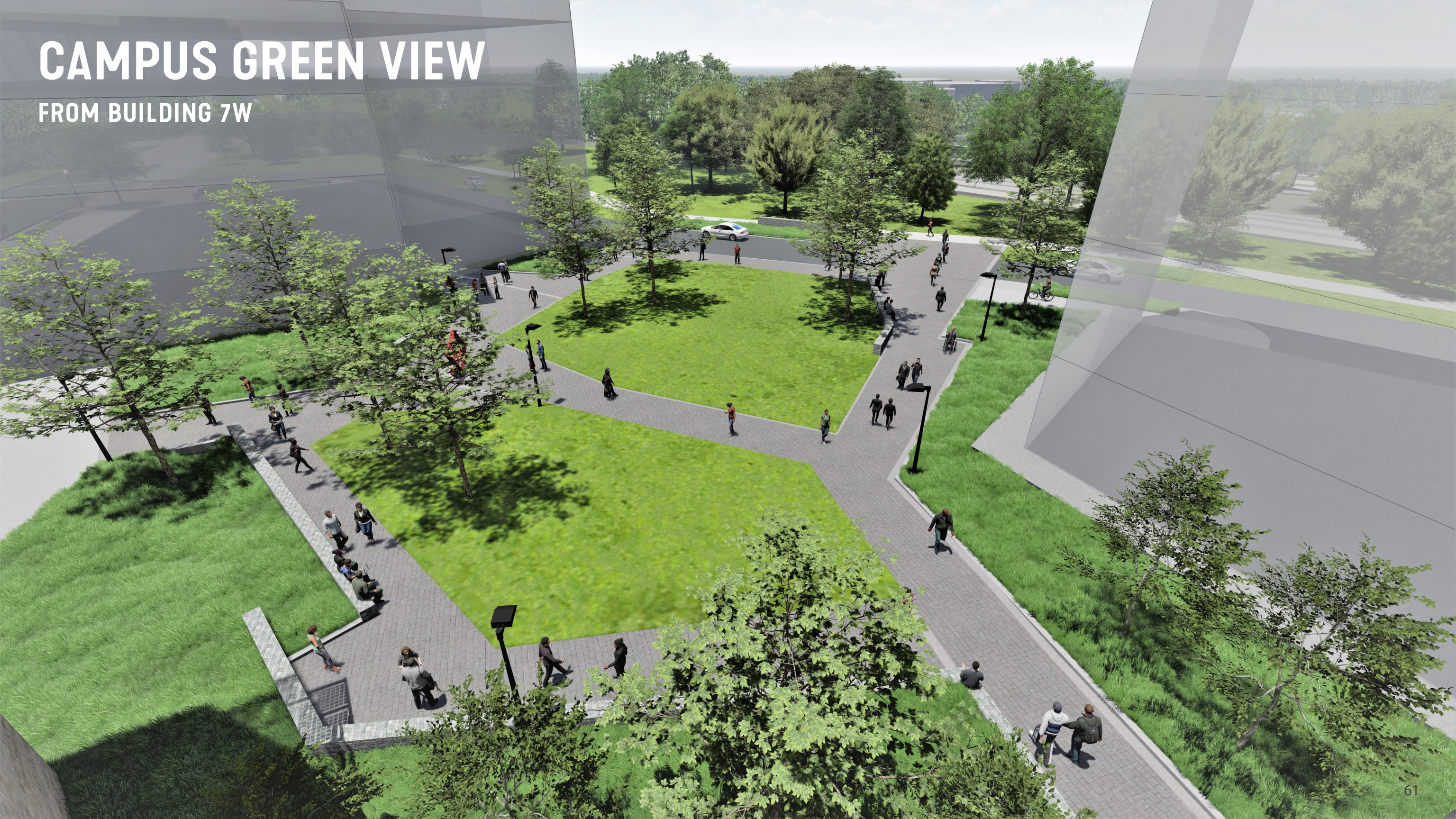


AERIAL VIEW
FROM SOUTHEAST CORNER



CAMPUS GREEN VIEW

FROM BUILDING 7W





STREET VIEW

FROM NORTHEAST CORNER

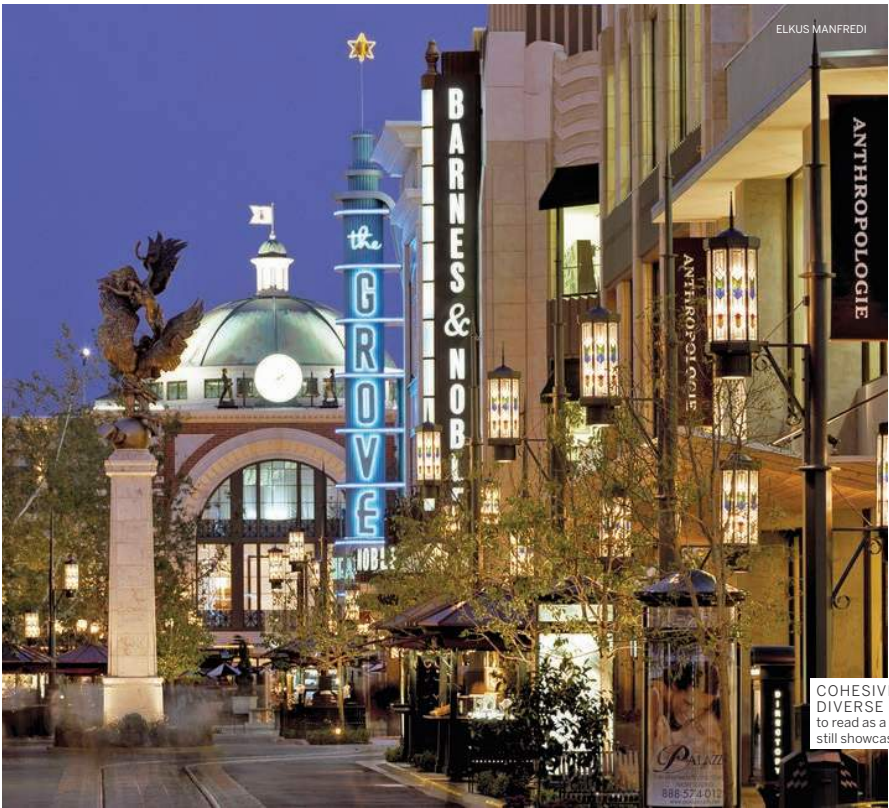
NORTH POTOMAC YARD

Building Signage & Wayfinding

Roll Barresi & Associates

C5: Unique & Indentifiable Signage

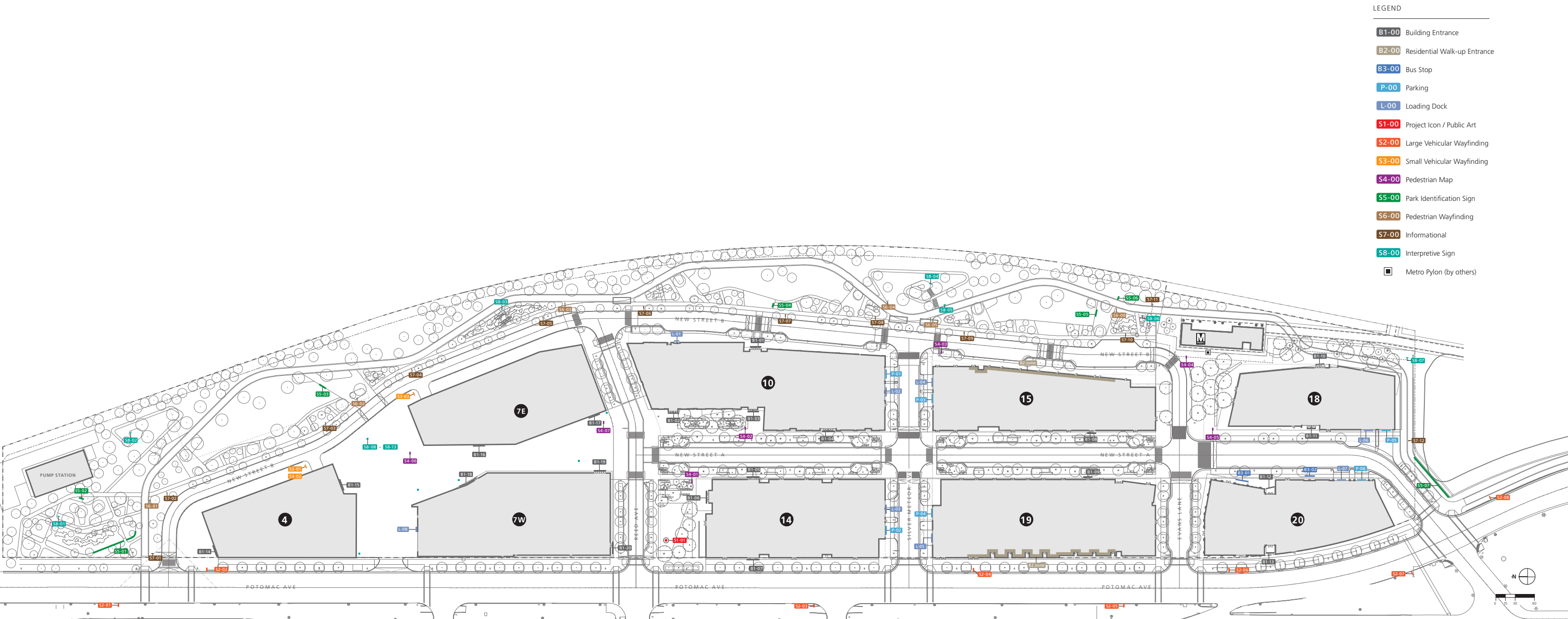
diverse
integrated
cohesive
creative
unique



NORTH POTOMAC YARD INNOVATION DISTRICT | DESIGN EXCELLENCE PREREQUISITES + CRITERIA OVERLAY

NORTH POTOMAC YARD INNOVATION DISTRICT | DESIGN EXCELLENCE PREREQUISITES + CRITERIA OVERLAY

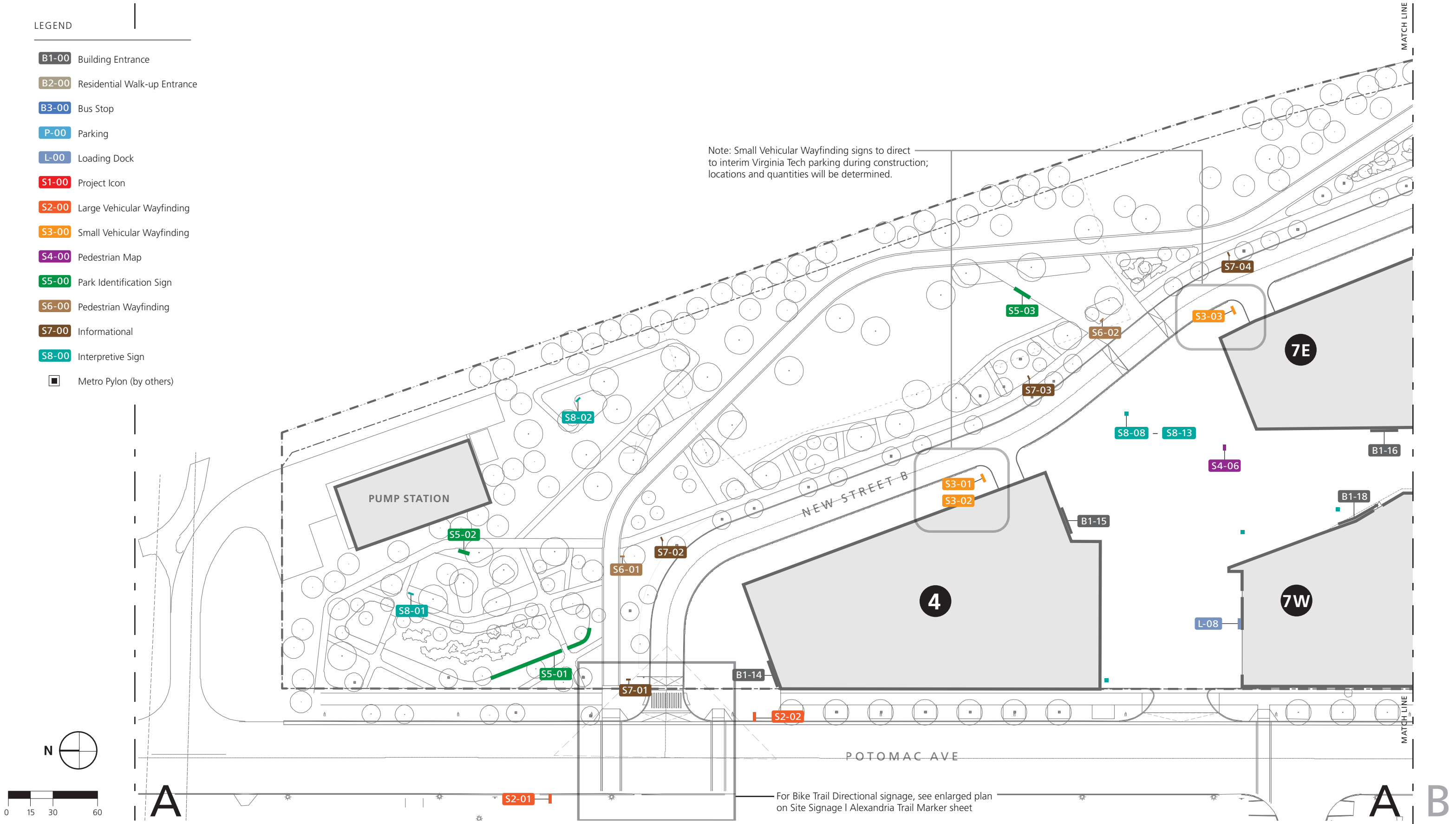
- high quality materials
- appropriate lighting
- clear, concise information

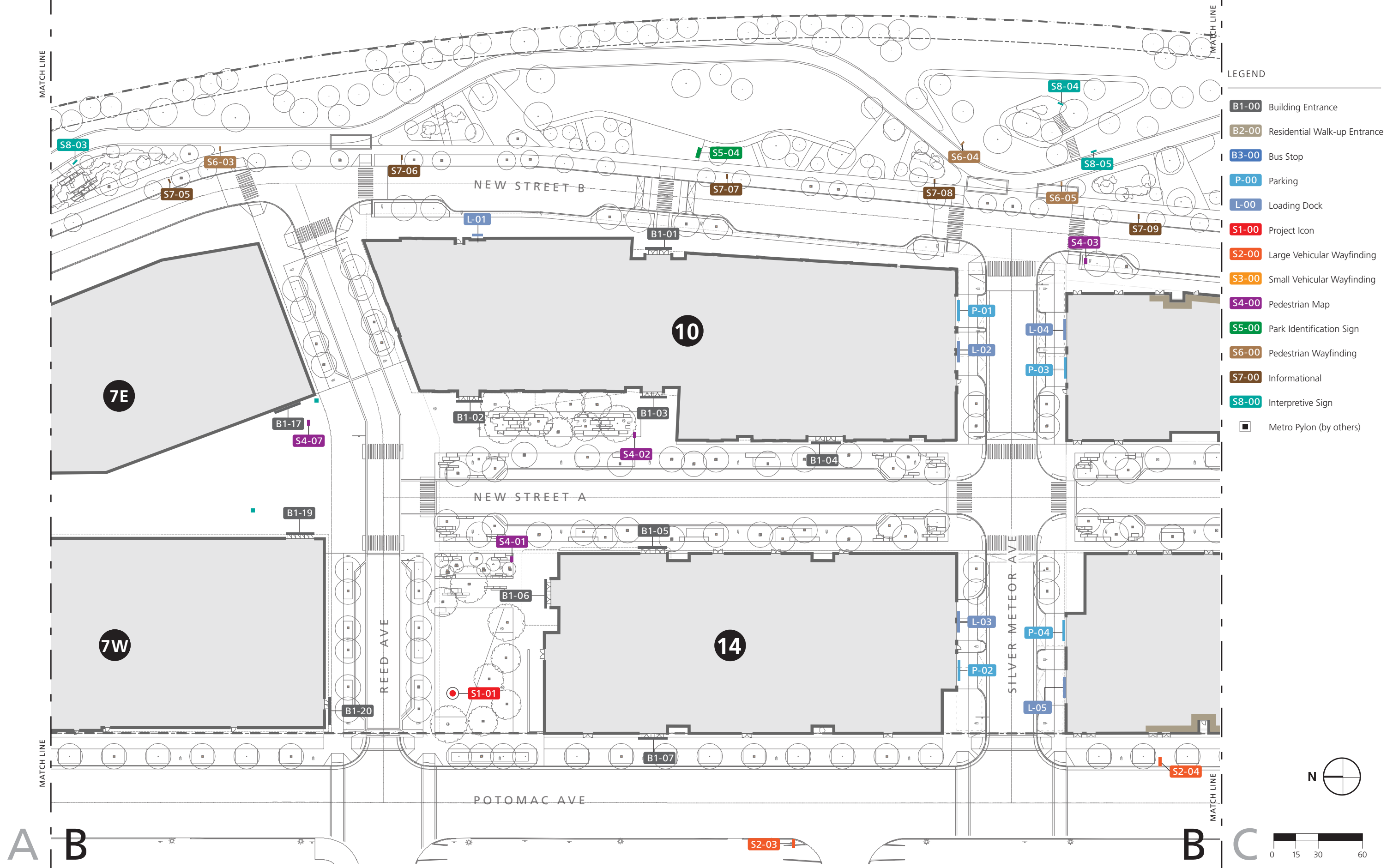


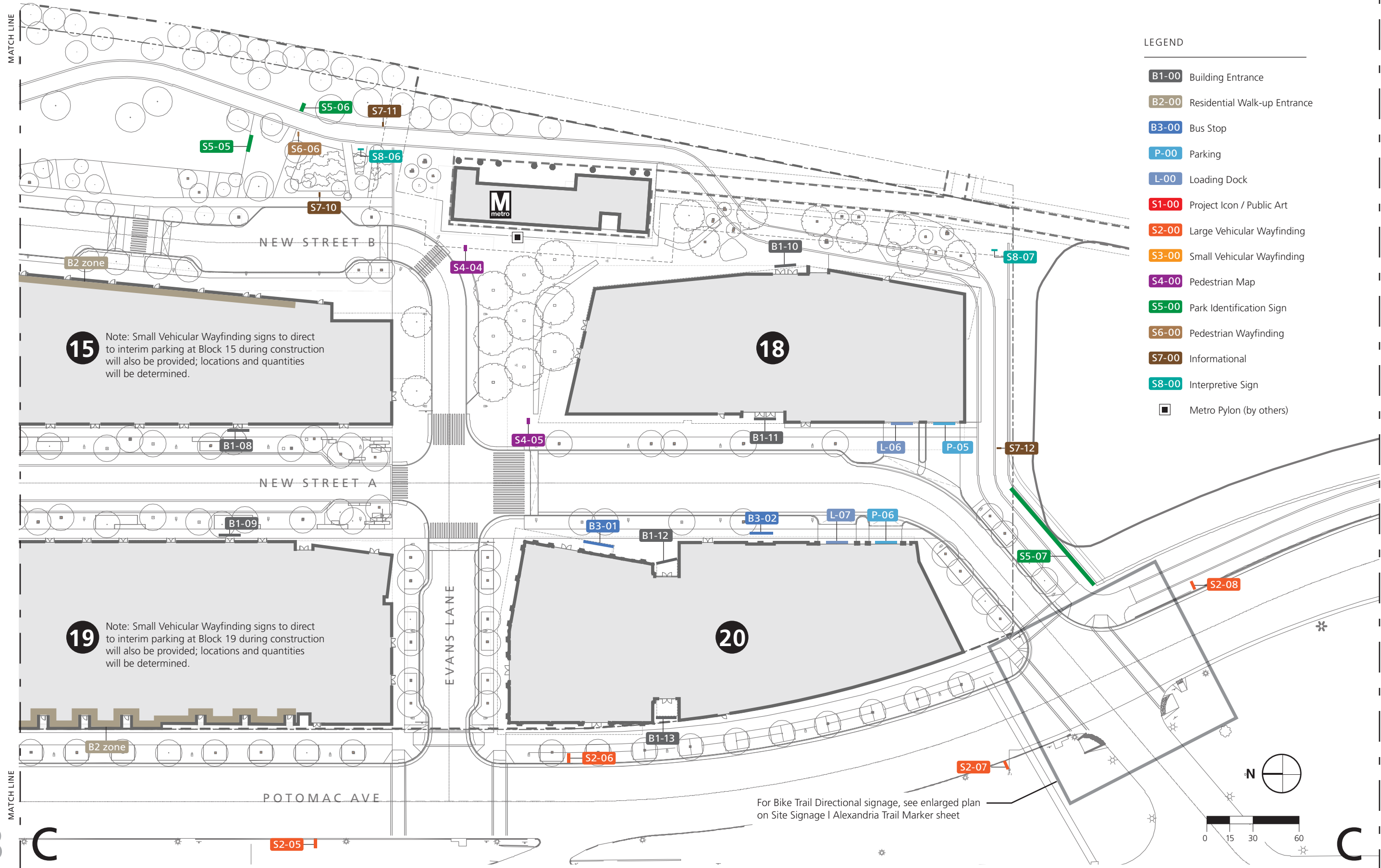
LEGEND

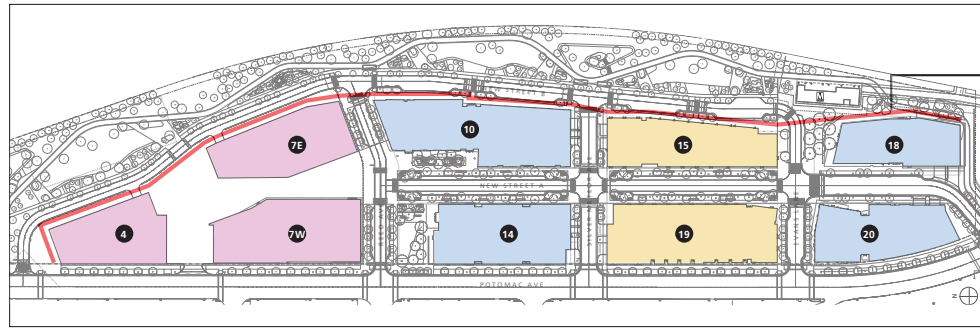
- B1-00 Building Entrance
- B2-00 Residential Walk-up Entrance
- B3-00 Bus Stop
- P-00 Parking
- L-00 Loading Dock
- S1-00 Project Icon
- S2-00 Large Vehicular Wayfinding
- S3-00 Small Vehicular Wayfinding
- S4-00 Pedestrian Map
- S5-00 Park Identification Sign
- S6-00 Pedestrian Wayfinding
- S7-00 Informational
- S8-00 Interpretive Sign
- Metro Pylon (by others)

Note: Small Vehicular Wayfinding signs to direct to interim Virginia Tech parking during construction; locations and quantities will be determined.









Key Plan

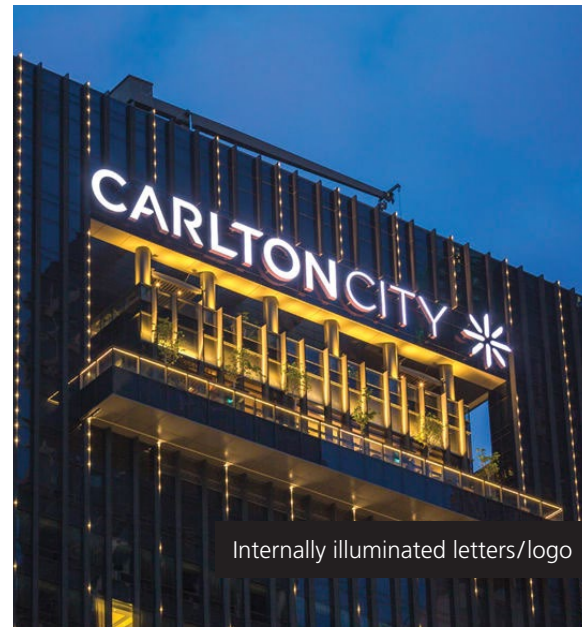
Building-Top Signs not allowed on frontages indicated by red line (signage not allowed above 25 FT per CDD conditions)

Individual letters / logo shapes



Composed of individual dimensional letters and logo shape

Illumination



Internally illuminated letters/logo



Halo illuminated letters

Building Signage | Building-Top

- Quantity: maximum of 2 per building tower, i.e. buildings with 1 tower are allowed 2 signs, buildings with 2 towers are allowed 4 signs

- Allowed for office, academic, or residential building uses

- Building-Top Signs may be located on any elevation except the east elevations of buildings 4, 7E, 10, 15, 18, and the north elevation of building 4.

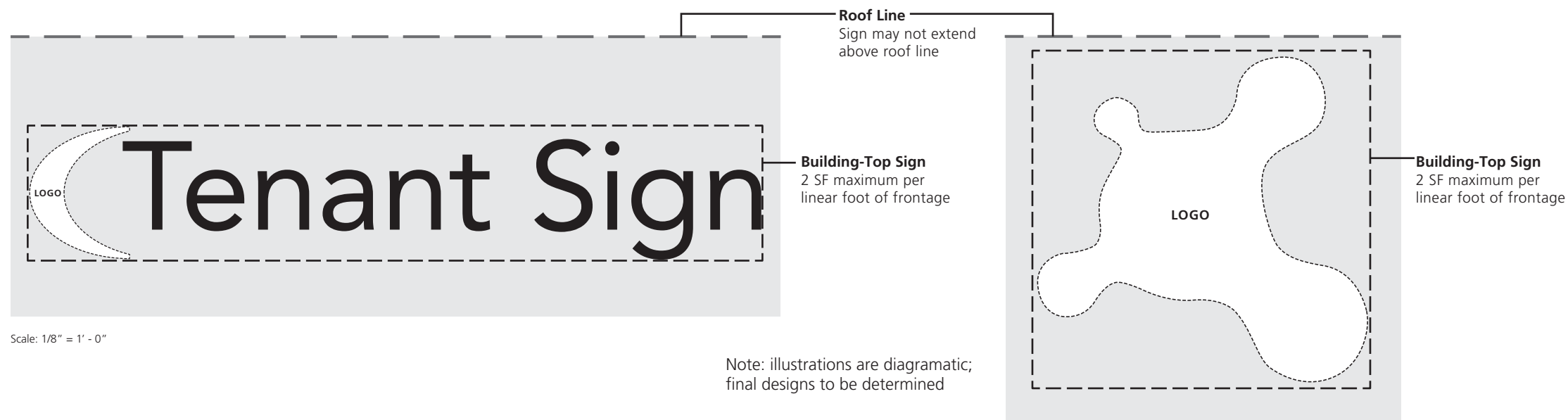
- Final locations to be determined. Each building applicant shall develop a specific design and provide a detailed submittal for review and approval.

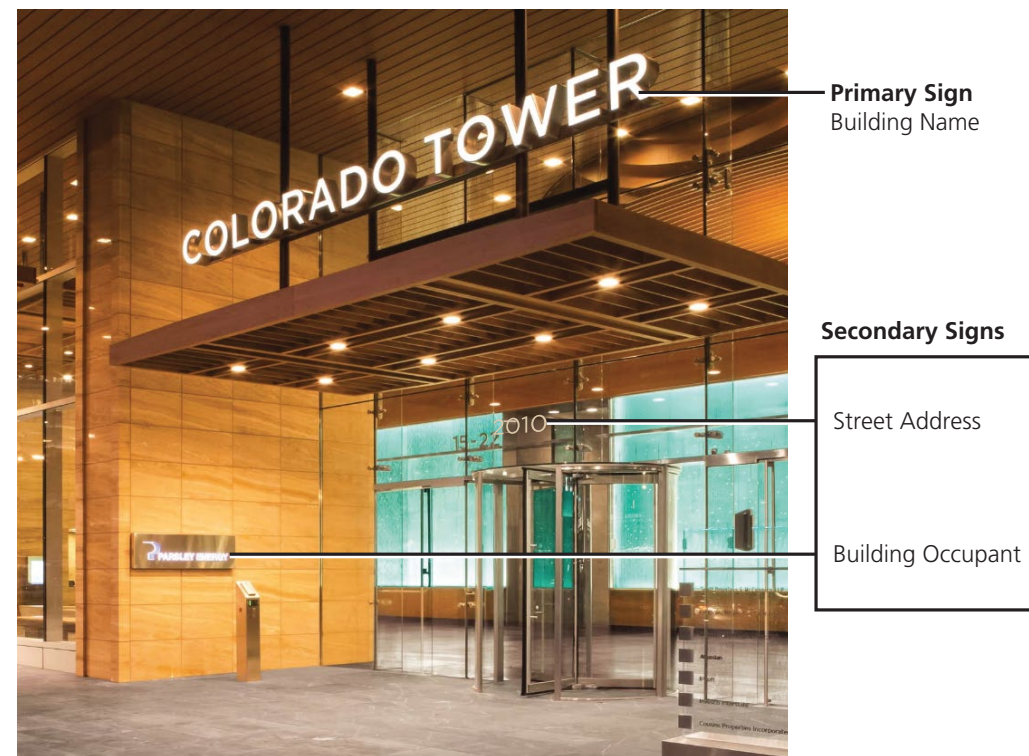
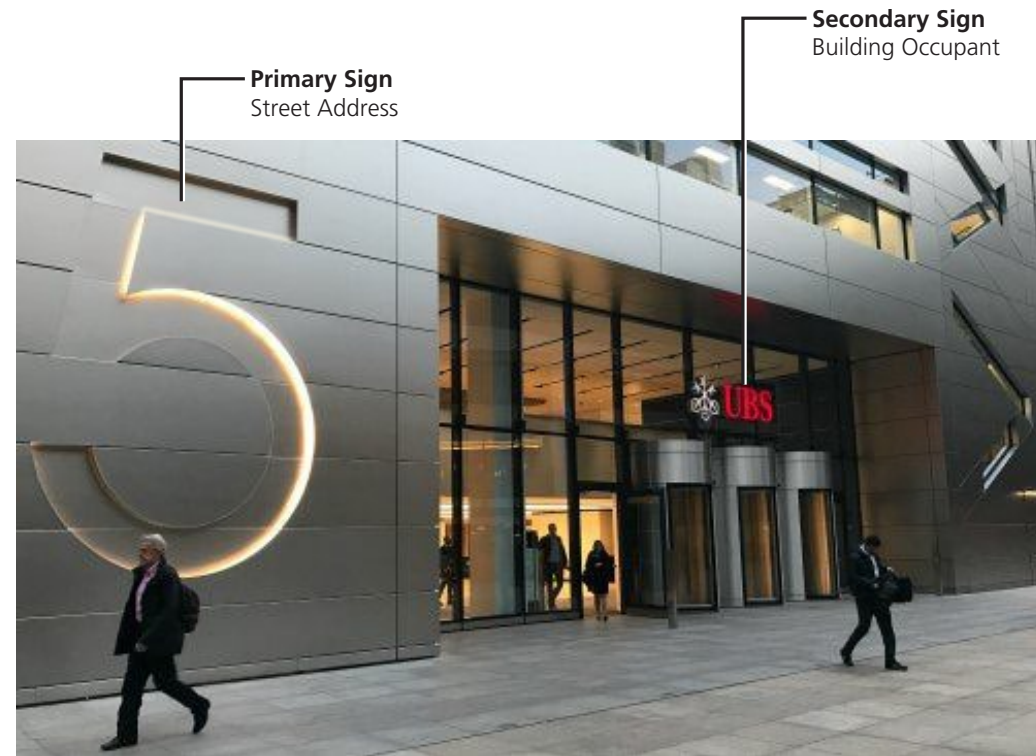
- Size: 2 SF maximum per linear foot of frontage except the north elevation of Building 7W is allowed a sign not to exceed 400 SF

- Height Above Grade: below the roof line; the sign may not be mounted to the roof and no part of the sign shall extend above the roof. The sign may not be mounted to the mechanical penthouse unless the mechanical penthouse is integrated within the building facade.

- Sign shall be composed of individual letters/logos on minimal support rails. The support rails shall be painted out to match the surrounding building material. Panel backgrounds are not allowed.

- Illumination: letters/logos may be illuminated with internal illumination, halo illumination or external spot lighting





Building Signage | Entrance

- Quantity: 1 Primary Sign per building main entrance; up to 2 Secondary Signs per entrance (locations B1-01 – B1-20)

- Entrance Signage is located at the building entry to identify the building. As shown in the examples, the sign content shall be limited to the following:

- Building occupant(s) name/logo (up to 6 occupant names total)
- Building name
- Building street address

- Establish a hierarchy between primary and secondary entrance signage:

- Primary sign is a larger sign, generally located above the entrance, for distance vehicular and pedestrian visibility.
- Secondary signage is smaller and located at pedestrian scale.

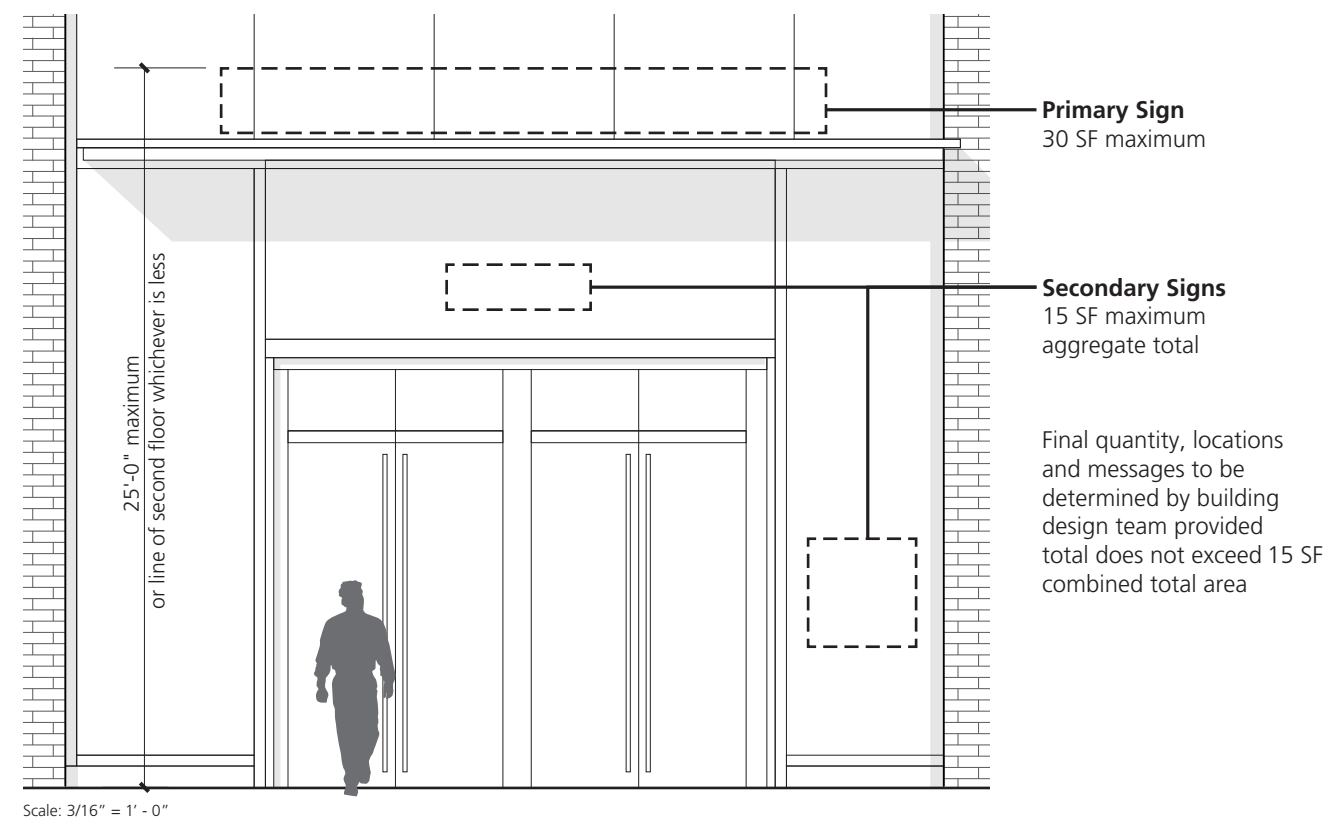
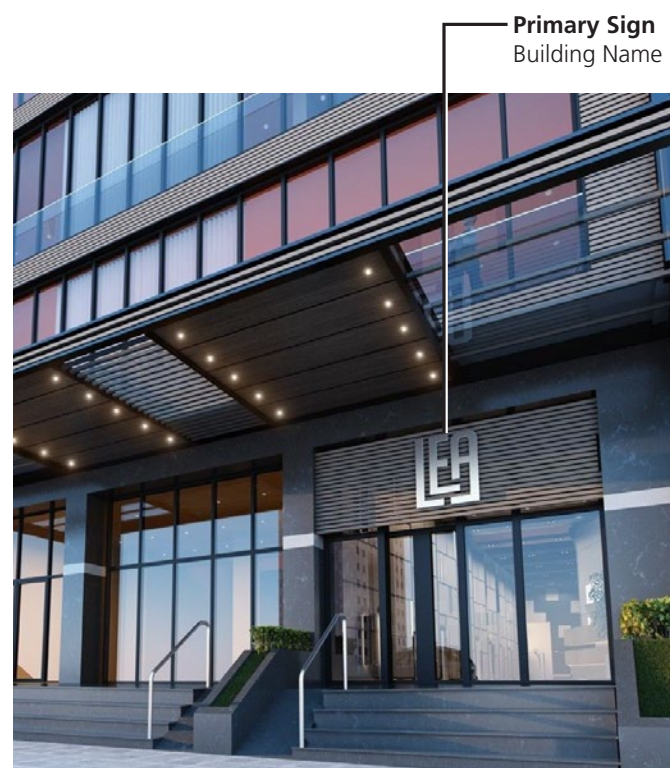
- Composition shall be carefully considered and coordinated with the architectural design of the entrance, including the materials and lighting.

- Size: 2 SF maximum per linear foot of frontage

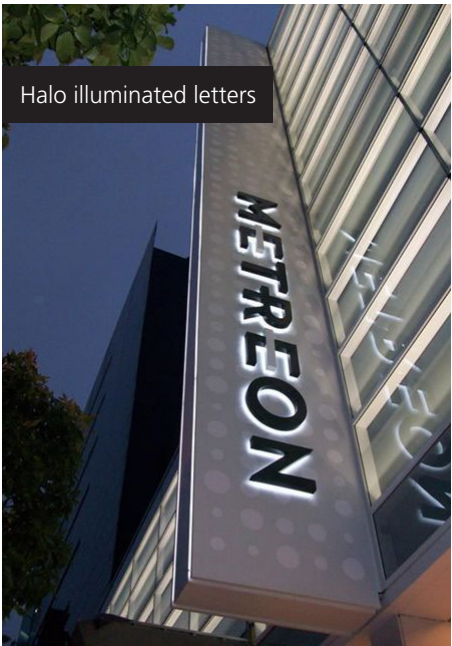
- Window Signage at the building entrance may not exceed 35% of the glass area (in addition to the square footage allotment for other sign types).

- Height Above Grade: 25 FT to top of sign, or below the second floor line, whichever is less

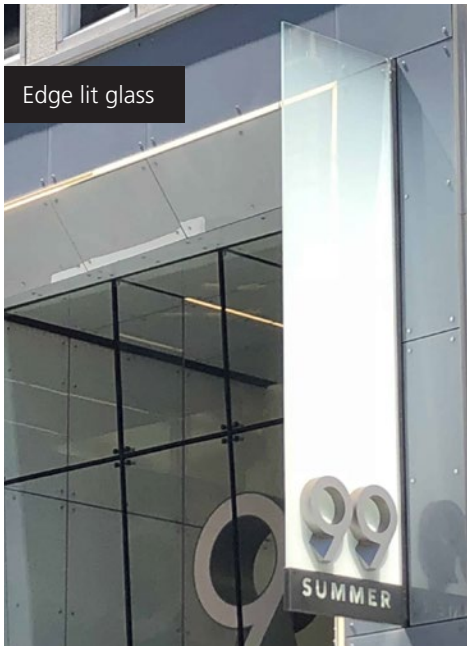
- Illumination: Internal illumination, halo illumination and external spot lighting are allowed. Only letters may be illuminated; internally illuminated panel backgrounds are not allowed.



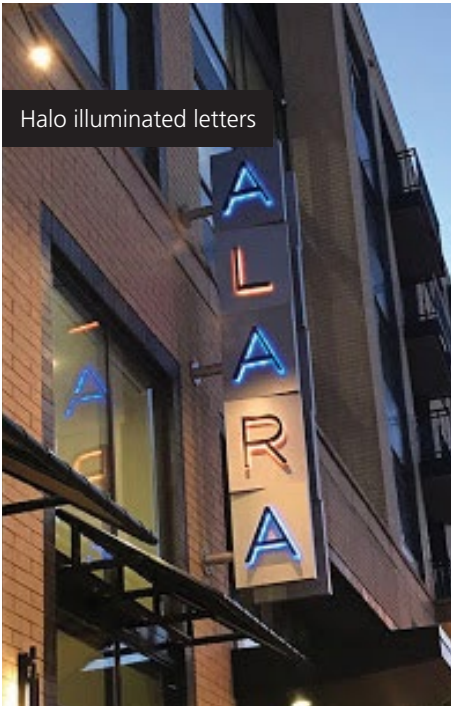
Building Signage | Entrance Blade



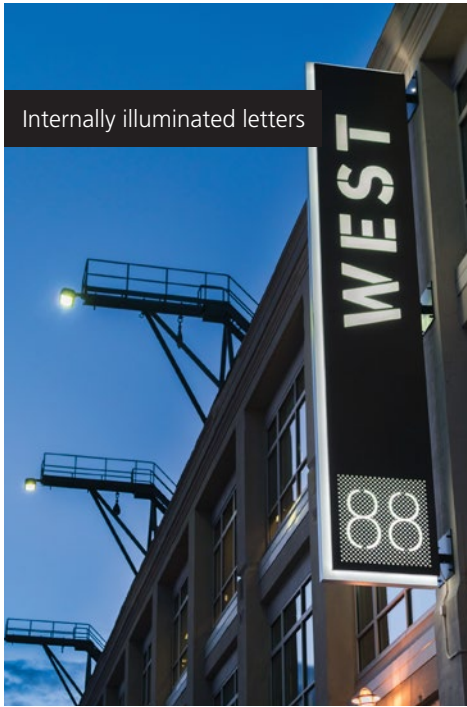
Halo illuminated letters



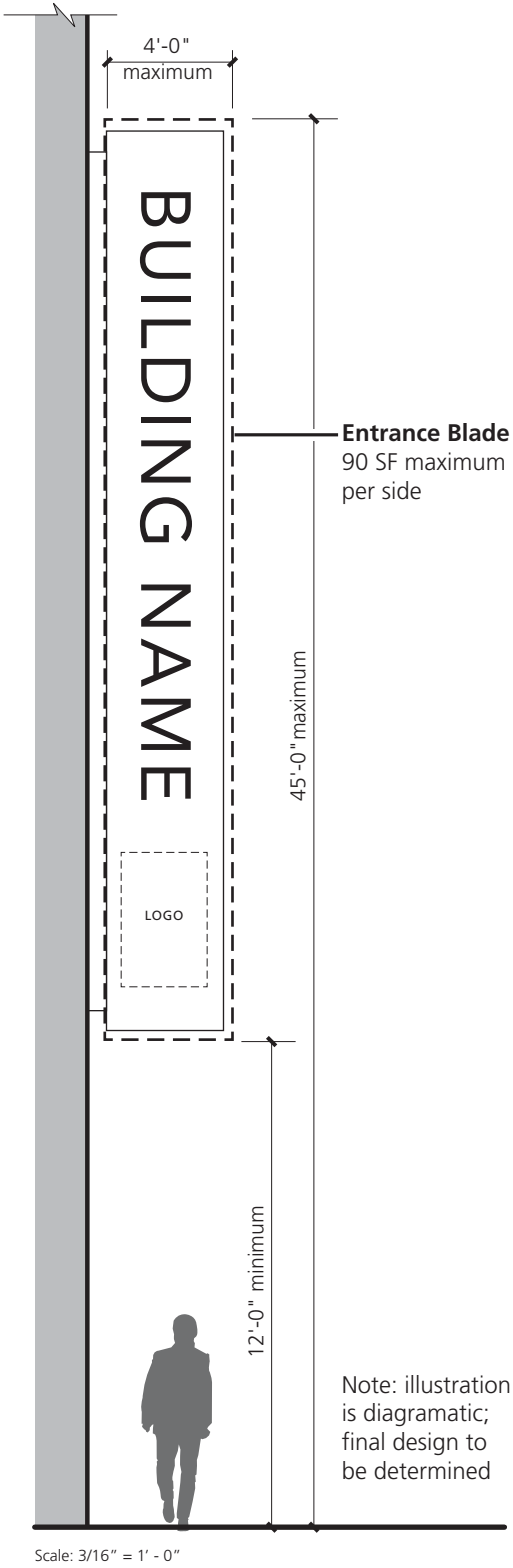
Edge lit glass



Halo illuminated letters

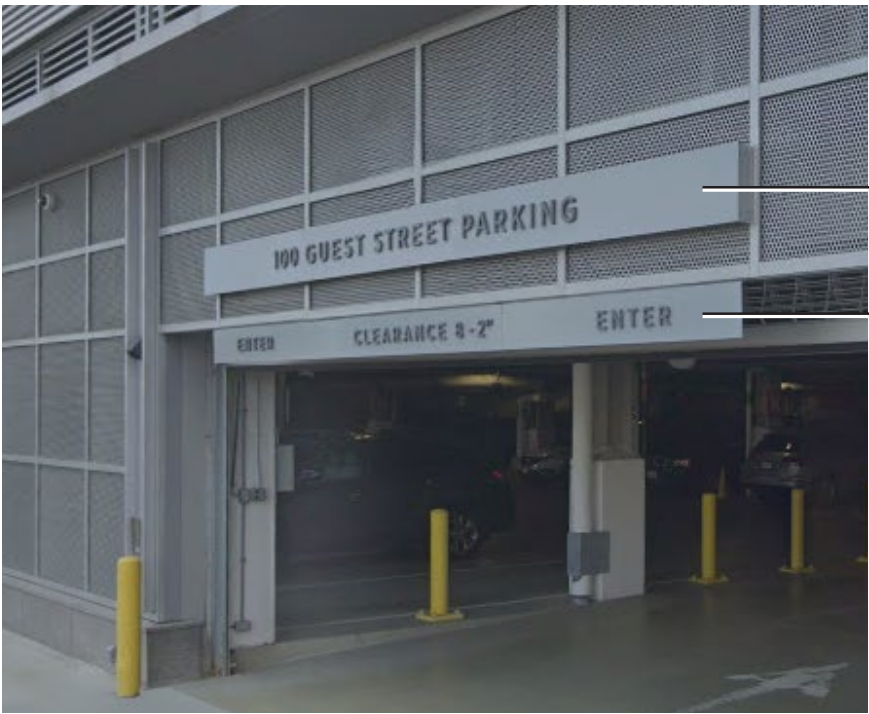


Internally illuminated letters

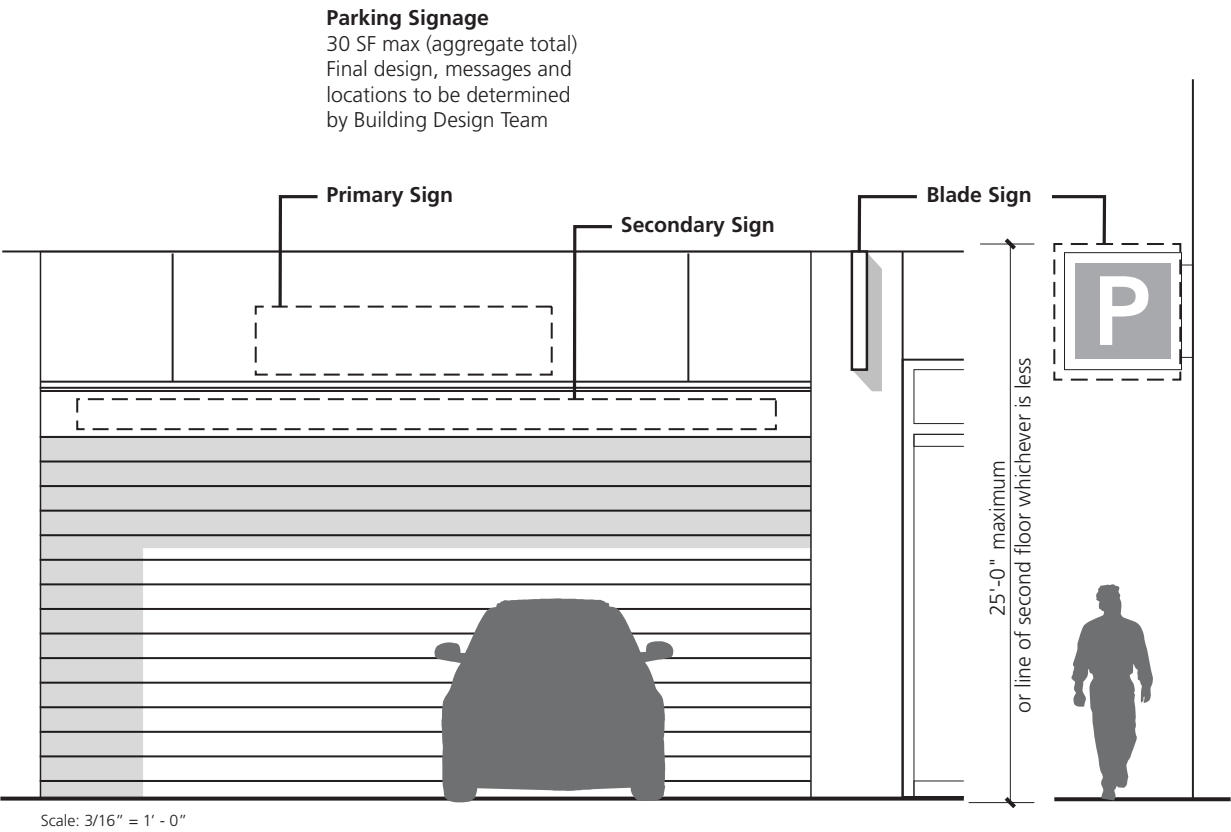


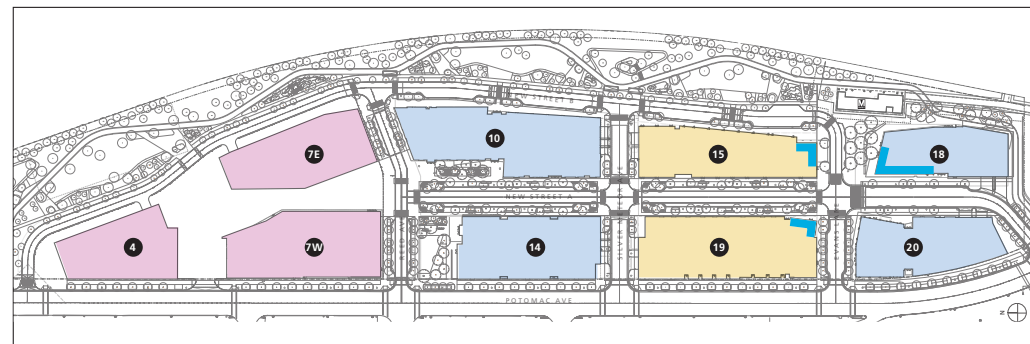
- Quantity: 1 per building main entrance (locations B1-01 – B1-20)
- Secondary Entrance Signage is also allowed with a Blade Sign, as described in the previous Entrance Signage pages. The Blade is a substitution for the Primary Entrance Sign.
- Special conditions for blade signs:
 - Architectural configuration of entrance
 - Accent element to view corridor
 - Streetscape variety
- Entrance Blade shall be 2-sided, mounted perpendicularly to the building facade.
- Maximum Projection: 4'-0"
- Maximum Size: 90 SF per side
- Height Above Grade: 45 FT maximum to top of sign; 12 FT minimum to bottom of sign; size and positioning of blade sign to align and be coordinated with architectural facade elements
- Entrance Blades above 25 FT to top of sign are not allowed on the east elevations of buildings 4, 7E, 10, 15, 18, and the north elevation of building 4, per CDD conditions.
- Illumination: internal illumination, halo illumination and external spot lighting are allowed. Only letters may be illuminated; internally illuminated panel backgrounds are not allowed.

Building Signage | Parking



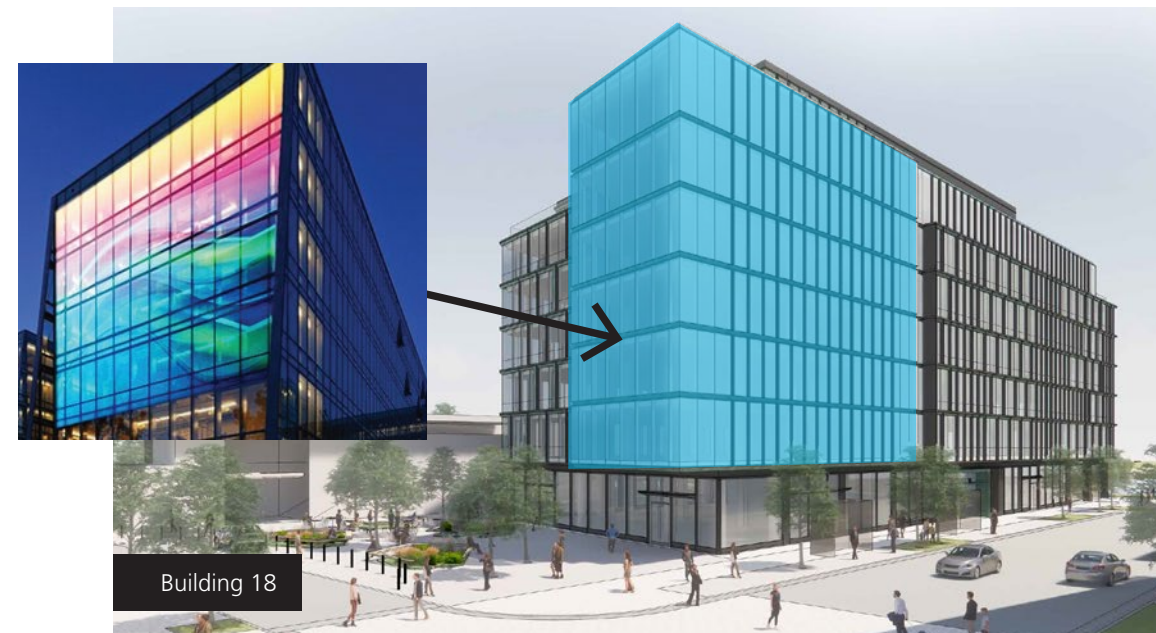
- Quantity: 6 (locations P-01 – P-06)
Maximum of 1 of each sign type (primary, secondary and blade) at each location
- Maximum Size: 30 SF aggregate total
- Height Above Grade: 25 FT to top of sign, or below the second floor line, whichever is less
- Illumination: internal illumination, halo illumination and external spot lighting are allowed. Only letters may be illuminated; internally illuminated panel backgrounds are not allowed.



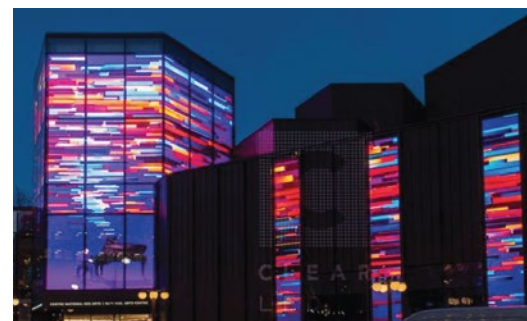


Key Plan

Potential Locations



Building 18



Building 15



Building 19



Building Signage | Digital Display

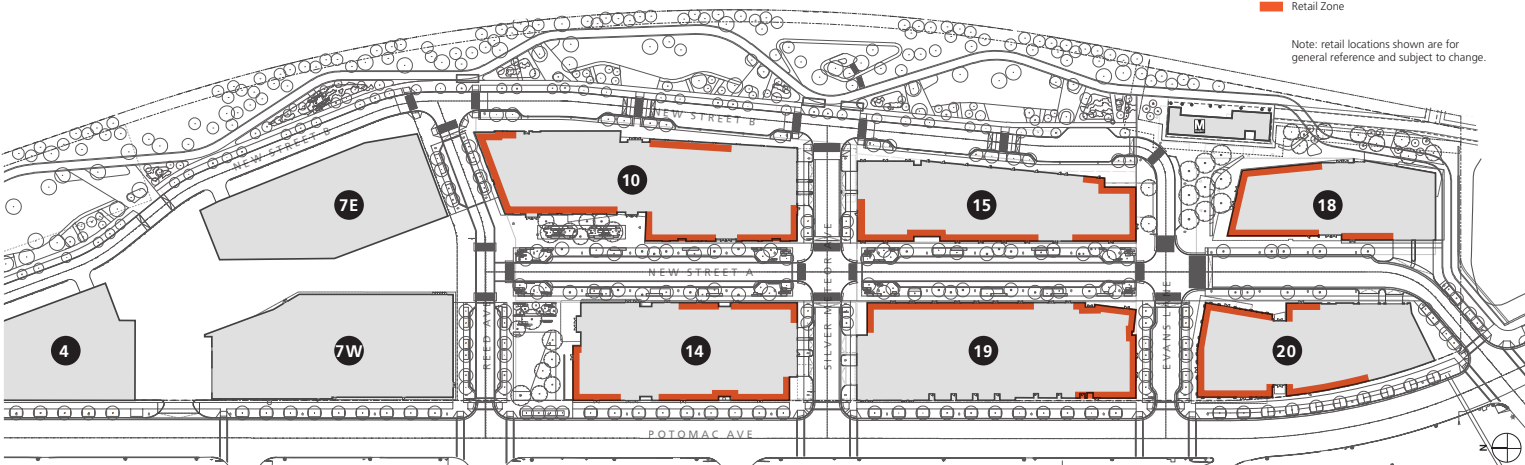
The integration of innovative digital displays and LED media facades into the architecture of Blocks 15, 18 and 19 will create a unique sense of place and reinforce the theme of “science on display” throughout the district.

The thoughtful application of these progressive technological solutions will further enhance the vibrancy of the adjacent plaza and engage pedestrians entering and exiting the district through the metro station.

The displays will showcase the innovative science being taught and advanced at the Virginia Tech campus and surrounding office buildings as well as provide engaging artwork, community driven content, event information, and select advertisements relevant to those working or residing in the innovation district.

Retail Signage | Sign Type Overview

Each retail location may choose from three sign types shown below. Detailed criteria for each sign type is included in the pages that follow.



Entrance Sign



The Entrance Sign is located at the main entrance, parallel to the building facade, and serves as the primary identification sign. It is typically located higher on the storefront and provides both vehicular and pedestrian visibility from a close distance, as well as from across the street.

Projecting Sign



The Projecting Sign is a two-sided sign mounted at right angles to the building. This sign provides additional visibility for vehicles and pedestrians, adds texture and creates a more human scale to the streetscape.

Window Sign

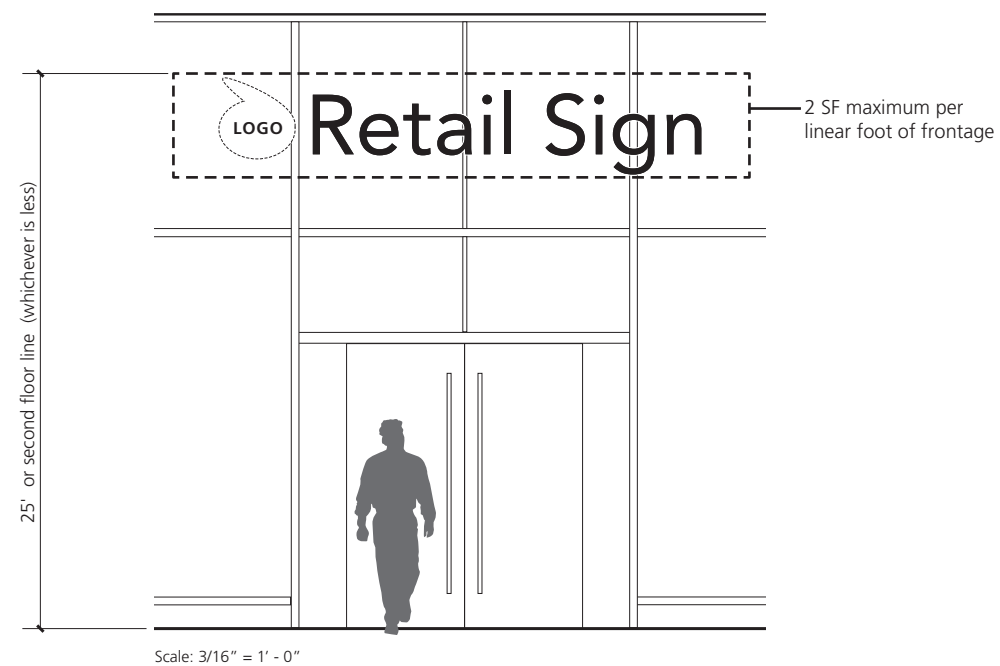


Window Signage is applied to the surface of the storefront glass. Window Signage provides supplemental brand expression, activates the storefront glass, and draws the eye to the interior displays.



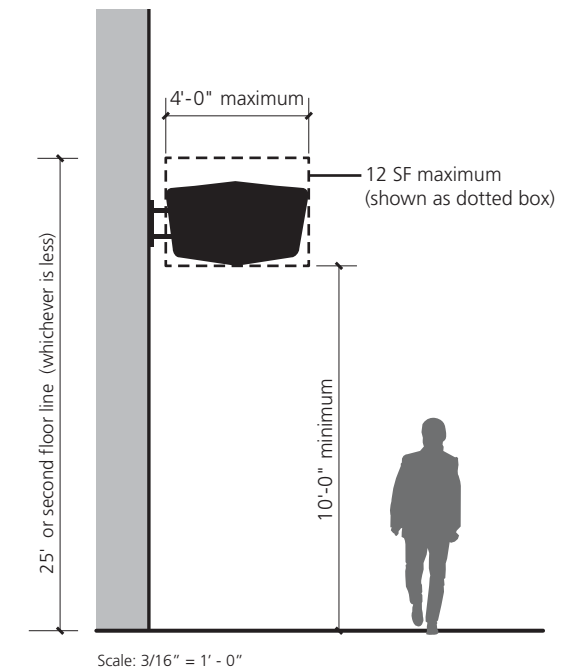
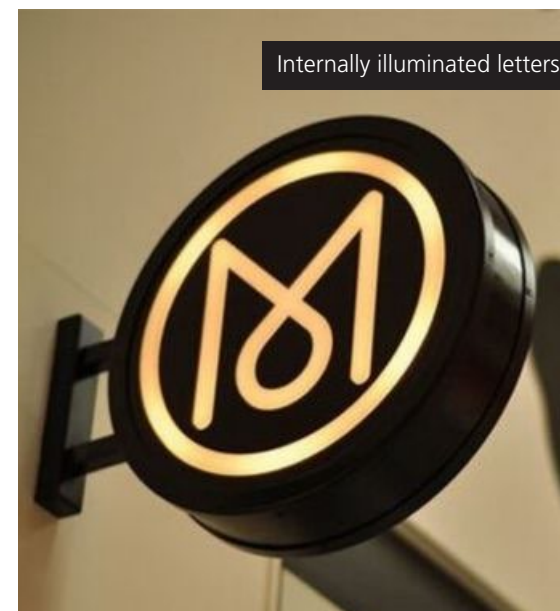
Retail Signage | Entrance

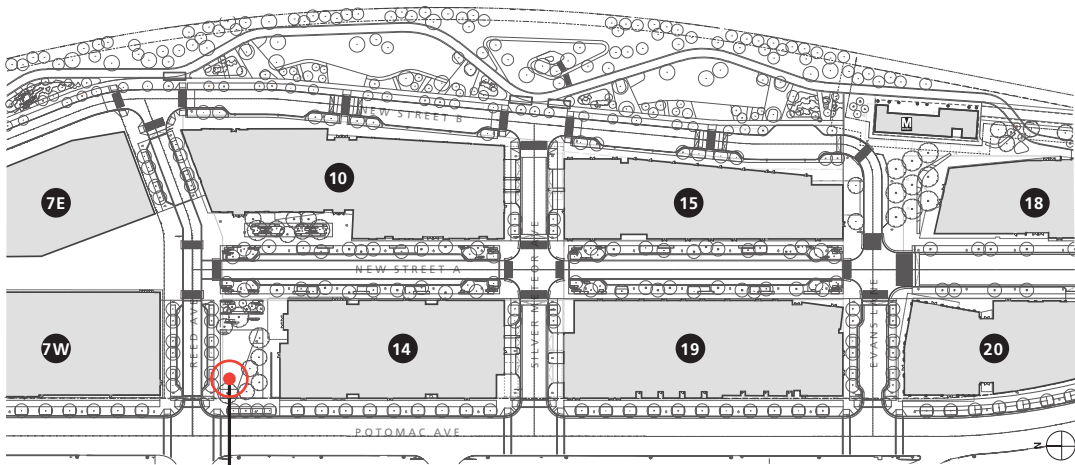
- Quantity: 1 per retail entrance
Retail locations with more than one frontage (corner locations) are allowed 1 per elevation.
- Size: 2 SF maximum per linear foot of frontage
(Note: Projecting Signs and Window Signage are not included in this square footage)
- Height Above Grade: 25 FT to top of sign, or below the second floor line, whichever is less
- Sign shall be composed of individual letters/ logos attached to minimal support rails. All supports shall be painted out to match the surrounding material.
- Mounting conditions vary:
 - On canopy
 - Mounted to louver panel or mullions
 - Suspended from overhang
- Illumination:
 - External spot lighting
 - Halo illumination of letters
 - Internal illumination of letters



Retail Signage | Projecting

- Quantity: 1 per retail tenant
Retail locations with more than one frontage (corner locations) are allowed 1 per elevation.
- Projection: 4 FT maximum
- Size: 12 SF maximum (in addition to square footage allotment for other retail sign types)
- Unique shapes and dimensionality are encouraged. At a minimum, the projecting sign panel shall have applied dimensional letters and logos, with minimal bracket to the building.
- Height Above Grade: 10 FT minimum to bottom of sign, to align with architectural elements
- Illumination:
 - External spot lighting
 - Halo illumination of letters
 - Internal illumination of letters (sign background must be opaque)





Project Icon/Public Art Location

Precedents - Sculptural Approach



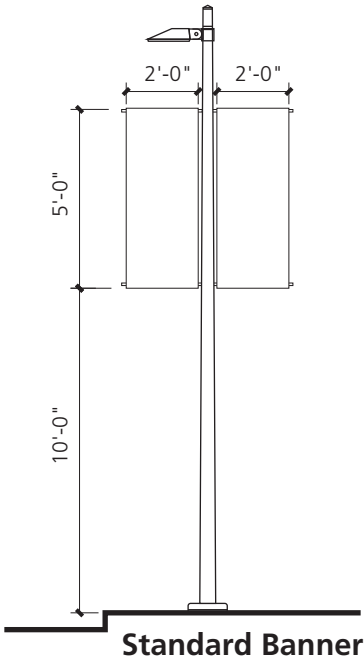
Site Signage | Project Icon/Public Art

- Quantity: 1 (location S1-01)
- Size and design to be determined—pending development of project name and logo.
- Design development will be reviewed with the City.
- Illumination: to be determined as part of the design development process

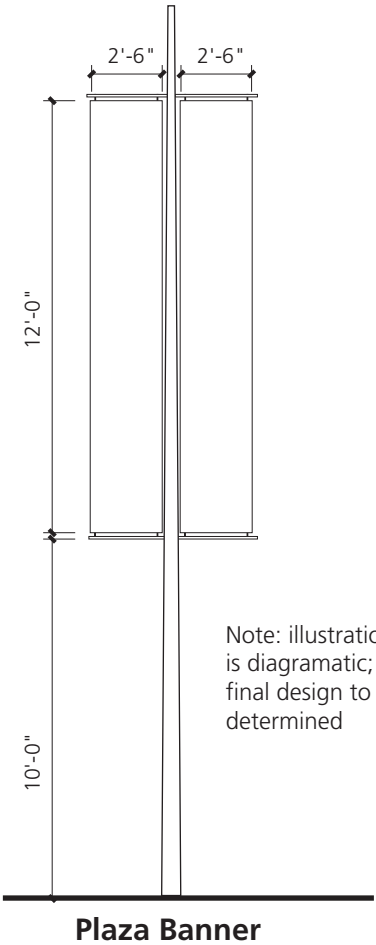
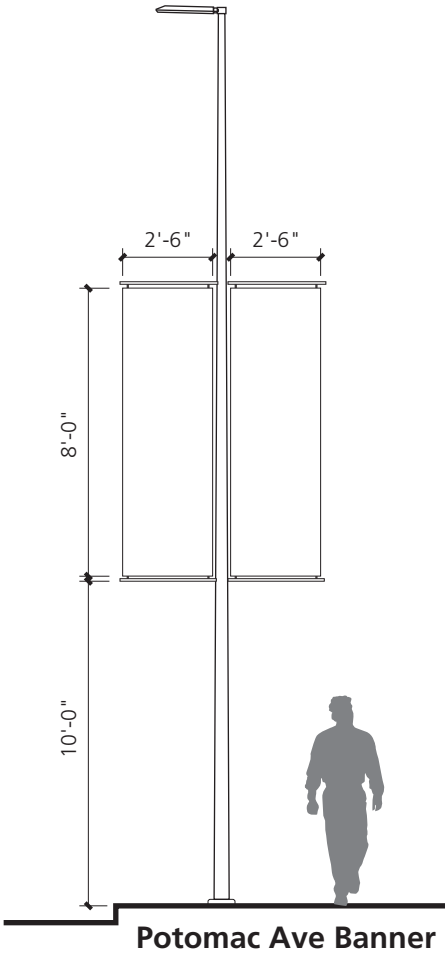


Site Signage | Banners

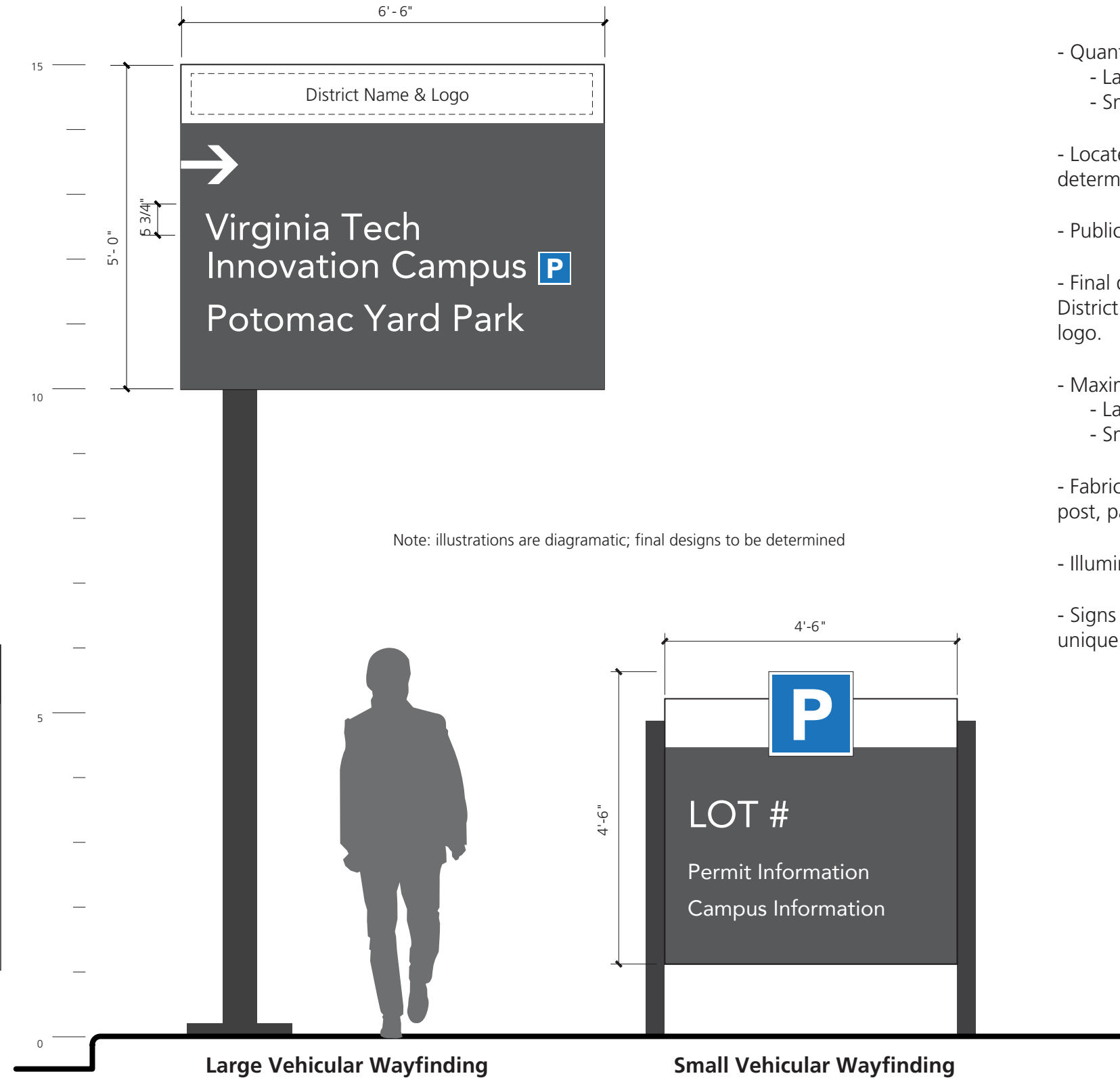
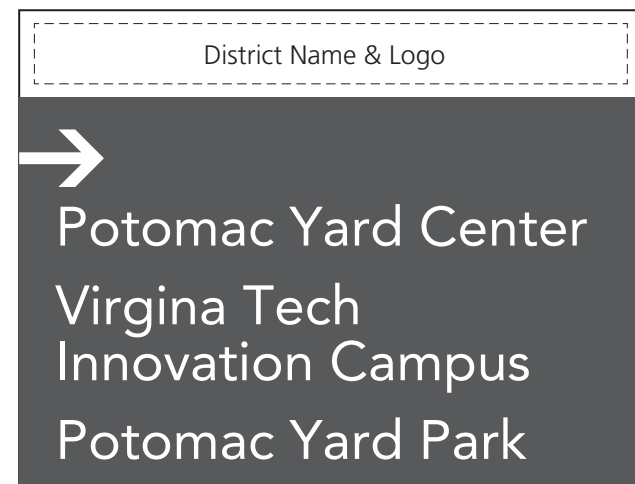
- Quantity and locations: to be determined
- Changeable, exterior grade banner material mounted to pole or light pole
- Maximum size:
 - Standard Banner 2'-0"W x 5'-0"
 - Potomac Ave Banner 2'-6"W x 8'-0"
 - Plaza Banner 2'-6"W x 12'-0"
- Illumination: ambient



Scale: 3/16" = 1'-0"



Site Signage | Vehicular Wayfinding



- Quantity:
 - Large: 8, (locations S2-01 – S2-08)
 - Small: 3 (locations S3-01 – S3-03)
- Located at key decision points; final locations to be determined
- Public-use destinations; no business names
- Final design will be unique to NPY Innovation District—pending development of project name and logo.
- Maximum Size:
 - Large: 6' - 6"W x 5' - 0"
 - Small: 4' - 6"W x 4' - 6"
- Fabricated aluminum panel with steel or aluminum post, painted finish and reflective vinyl graphics
- Illumination: ambient
- Signs within the Virginia Tech campus may have a unique design.

Site Signage | Pedestrian Map Kiosk



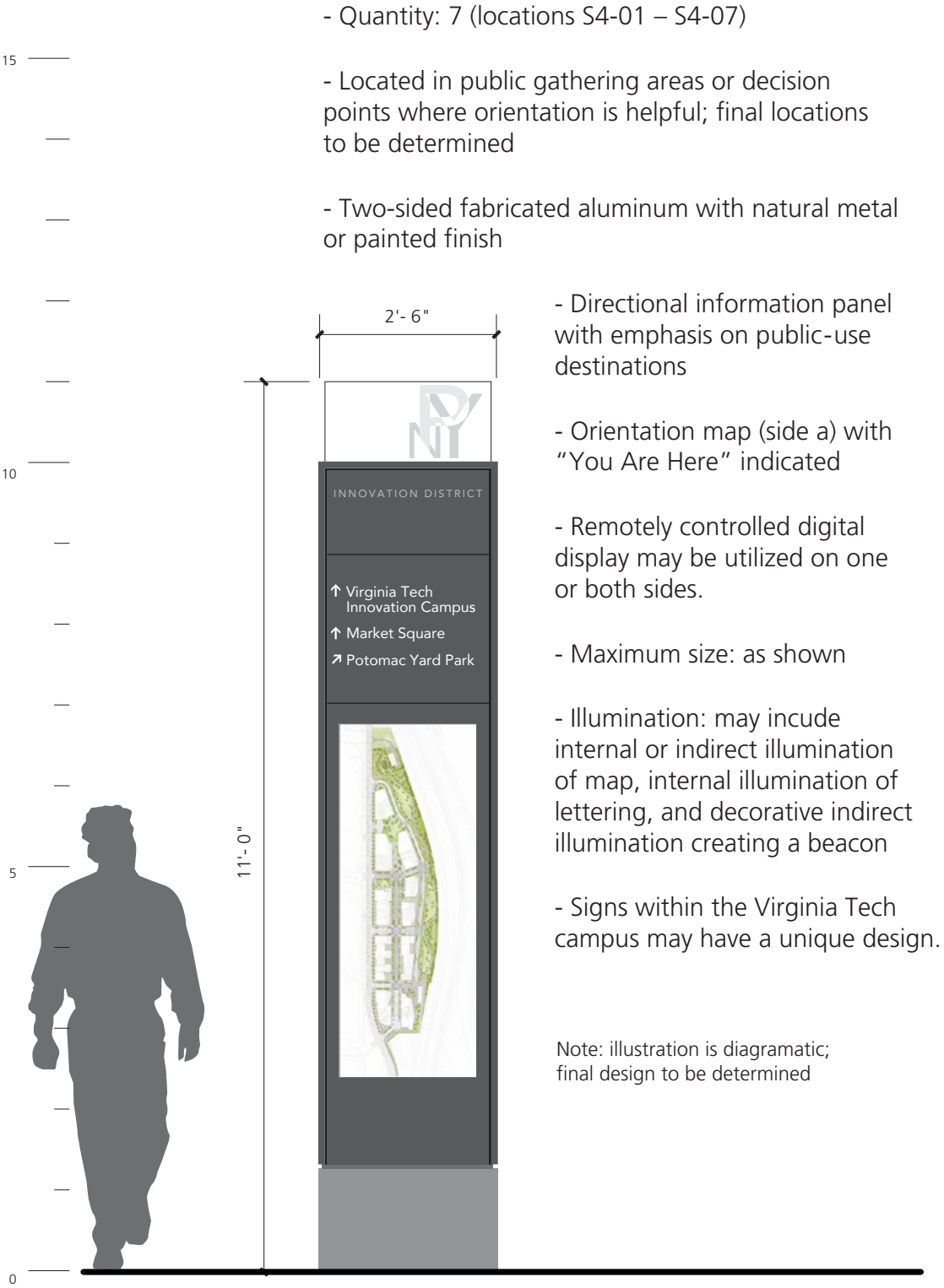
Digital map display



Unique district design



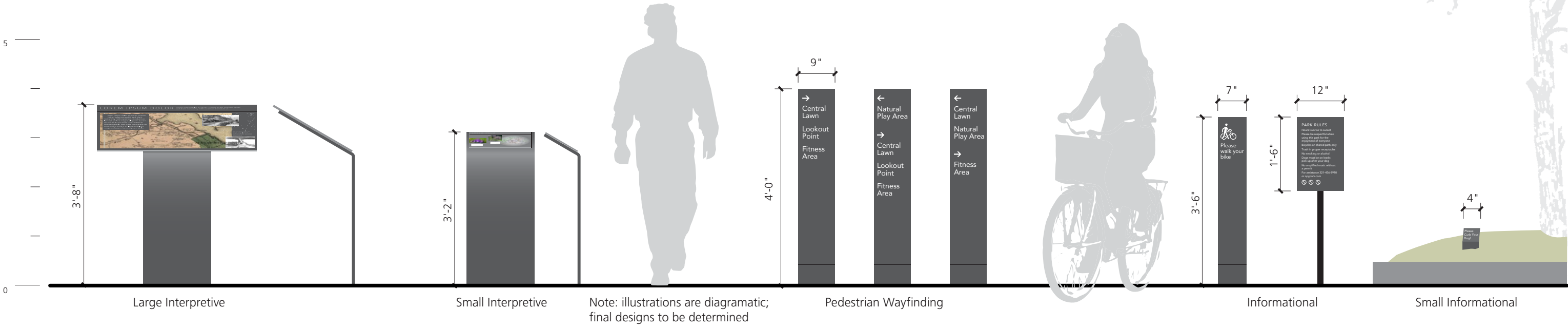
Directional information panel, orientation map





Interpretive

Wayfinding and Informational



NORTH POTOMAC YARD

Sustainability

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Introduction and Executive Summary

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Site

- I-1 Stormwater
- I-2 Open Space
- I-3 Habitat
- I-4 Heat Island

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- II-2 Infrastructure
- II-3 Ongoing Operations

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- III-2 Reuse Opportunities
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- IV-2 Operational Energy
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Appendices

- A. Phase 1 Strategies
- B. Sample LEED ND Scorecard
- C. CDD and NPY SAP Pairing
- D. Sample Plans

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Image References

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• Sustainability is Top-of-Mind

- Woven into North Potomac Yard fabric
- Conceptual design → operations

• District-Wide and Building-Level

- Block strategies layer upon one another
- Site-wide performance

• Time-Based

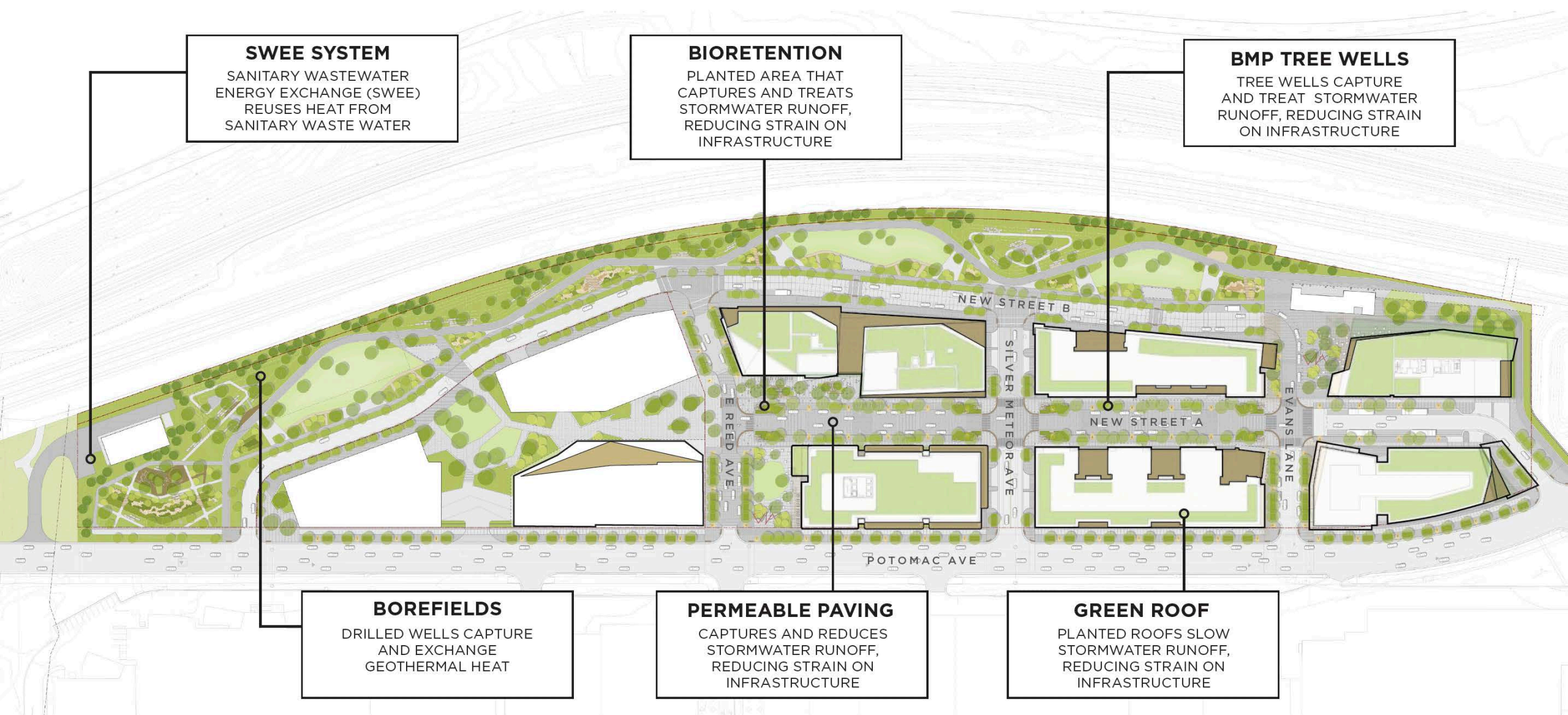
- Short-Term, Mid-Term, Long-Term strategies
- Targets to advance sustainability

• Leadership in Sustainability

- Environmental Action Plan 2040
- NPY Small Area Plan
- 2019 Green Building Policy



Site-Wide Sustainability



Site-Wide Sustainability



SWEE



Geothermal



Tree Well Bioretention



Green Roofs



Reflective Paving



Habitat Creation



Water Reuse



Equitable Open Space



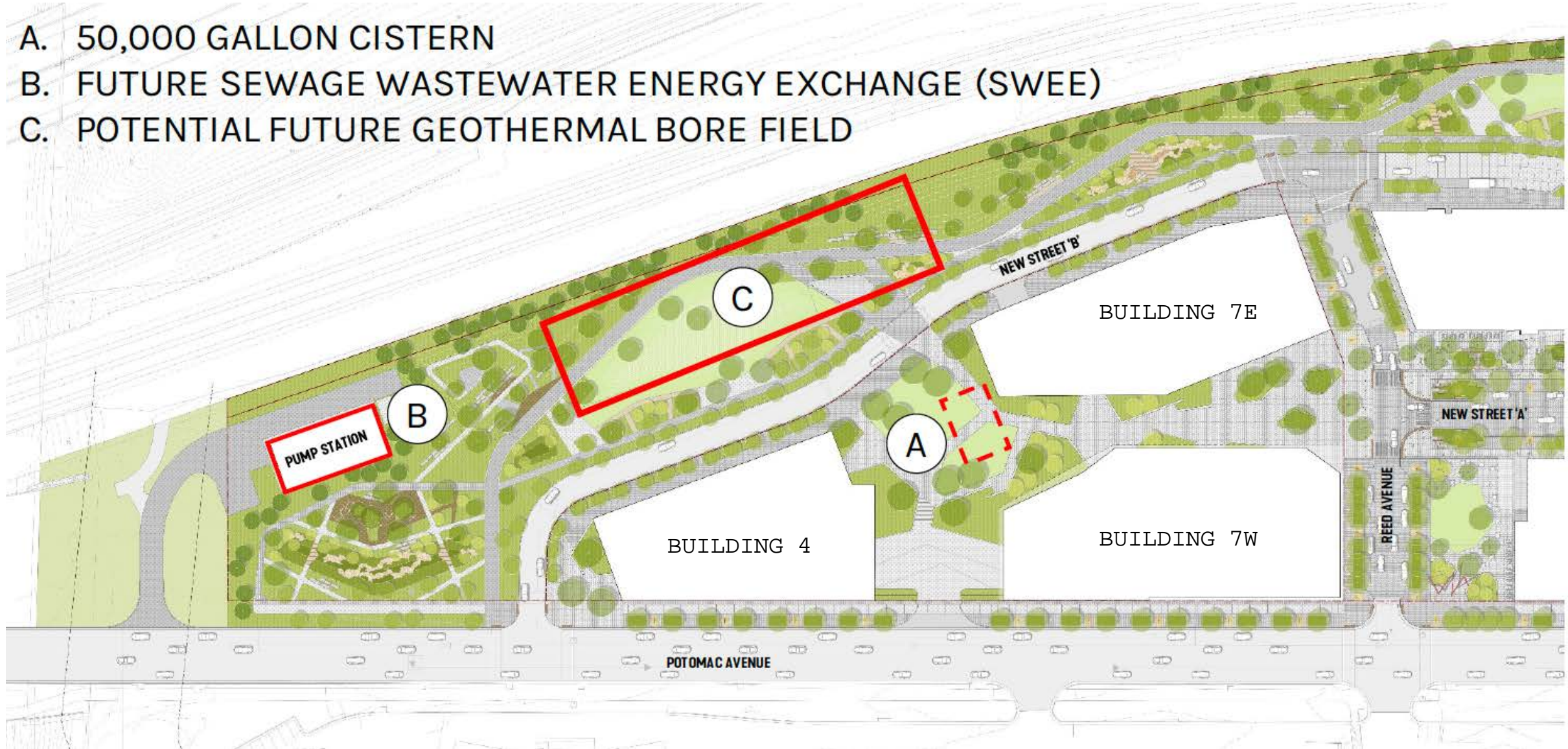
Porous Paving



EV Charging

Site Sustainability: Virginia Tech

- A. 50,000 GALLON CISTERN
- B. FUTURE SEWAGE WASTEWATER ENERGY EXCHANGE (SWEE)
- C. POTENTIAL FUTURE GEOTHERMAL BORE FIELD



COMPOSITE MASSING





Next Steps